Maxine Ferman, M.Ed.

Training Management // Technical Training // Instructional Design // Consulting
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PROFESSIONAL SUMMARY

I have received the Excellent Instructor Award from San Francisco State University, and have been a Director and Manager in the private sector, and have created mentoring and peer support programs to help build team work and community in organizations.

I have delivered training at hundreds of companies, and literally taught thousands of students in both academic and corporate environments. Including: Genentech, Roche Molecular Diagnostics, Hitachi America, D Magazine, Anheuser-Busch, Pacific Bell/AT&T, UC Berkeley, Haas School of Business, UC Office of the President, UC Santa Cruz, UC San Francisco.

Technical trainer (Mac/PC), instructional designer and curriculum developer for more than 20 years for corporations and academic institutions including Train-the-Trainer, Sales, Management and Administrative employees.

Proven instructional designer and project manager with practical experience in managing and developing blended learning solutions, training and project plans.

Extensive knowledge of adult learning styles, instructional design methodologies and adult learning principles. (*ADDIE* model).

Web designer and production manager, utilizing best practices in usability and accessibility, including W3C standards, Section 508 compliance, and copyright issues, to create creative and functional interactive designs.

TECHNICAL EXPERTISE

Adobe CS: Acrobat, Captivate, Connect, Dreamweaver, Fireworks, Illustrator, InDesign, Photoshop

Languages: CSS, HTML, HTML5/CSS3

Web: UX, IA, SEO, 508, W3C Standards

CMS: Wordpress, Drupal (intro)

Microsoft: Excel, LiveMeeting, Outlook, PowerPoint, Word, Visio

OS: Mac, PC

PROFESSIONAL EXPERIENCE

eLearning Developer | Programmer Analyst III, Nov '11 – present
UCSF Medical Center, , San Francisco, CA

- Instructional Designer responsible for the analysis, design, development, implementation and evaluation of web-based eCourses for Campus and Medical Center faculty and staff.
- Proactive consultation with subject matter experts to identify learning objectives, create storyboards, scripts, mock-ups, and write and develop content for online courses.
- Work on multiple projects concurrently, create project plans and deliver timely results.
- Use HTML5/CSS/JavaScript, Captivate, Articulate, and other e-learning development tools to interface with the UC Learning Management System (SumTotal).
- Designed and developed an eLearning process with the Department of Nursing Education SME to automate the monthly paper based PCA Nursing Assistant assessments for CE certification in the LMS. This includes Captivate template design with quizzing, Captivate and PowerPoint Training and coaching with the SME, CE Certification, reporting and tracking in the LMS. Total 61 modules 4/13.
- Course Developer and Instructor:
  - Best Practices: Using PowerPoint and Captivate to Develop eLearning for the UC Learning Center
    - Course Description: To provide Subject Matter Experts (SME's) with a suggested eCourse content development process, and work in partnership with UCSF Learning Services to produce effective eLearning.

Contract Trainer, 2011
Challenge Training, San Francisco, CA

Contract trainer hired to deliver the following instructor led training:
- **Roche Molecular Diagnostics**, Pleasanton, Win'7/ Office 2010 migration.
- **Genentech,** South San Francisco**, RAPID** document management system.
- **Genentech,** South San Francisco**, TouchPoint**

Contract Technical Instructor / Curriculum Developer, '01 - present
AcademyX - San Francisco, CA
- Design and deliver more than 50 customized (Mac/PC) Authorized Training Center (ATC) courses in information and communications technology (ICT) including desktop applications and company-specific software.
- Introductory thru Advanced Mac/PC classes in Web Design, HTML, CSS, Adobe Dreamweaver, Illustrator, Photoshop, Fireworks, MS Office '03- '10, Networking, A+, Custom Courses and Webinars.
- Onsite: UC Berkeley - CALPACT, UC Berkeley - Haas School of Business, UC Office of the President, UC Santa Cruz, UC San Francisco, Hitachi America, D Magazine
- Currently teach evening courses as available.

Instructor, Instructional Designer, Web Designer, Project Manager, '90 - present
Owner: **Max-Inc.com** - San Francisco, CA
- Provide independent web development and graphic design services to individuals and business.
- Developed Project Management Methodology for Client Support: Website Design and Implementation Process.
- Designed and developed a Web Design Training and Resources website for my students to help them find tools and techniques to develop and manage their web projects well beyond the classroom.
- Web Site Design and Management, Information Architect, W3C standards, Section 508 Compliance.
- Design and deliver customized Mac/PC Authorized Training Center (ATC) courses in information and communications technology, including desktop applications and company-specific software.
- Introductory thru Advanced Mac/PC classes in Web Design, HTML, CSS, Adobe Dreamweaver, Illustrator, Photoshop, Fireworks, MS Office '03 - '10, Networking, A+, Custom Courses and Webinars.
- *Faculty/Staff positions:*
  - AcademyX - San Francisco, CA, '01-'02 & '07 - present
  - National Youth Leadership Forum on Technology (NYLF) San Jose, CA, Summer '05
  - UC Berkeley Extension, Fall '00 - '04
  - Jewish Vocational Services (JVS) - San Francisco, CA, Summer '04
    Real Employment Assistance and Classroom Help (REACH)
  - San Francisco State University -Information Technology Program, '99 - '02
    Excellent Instructor Award - San Francisco State University, May 2001
  - In-HouseProductions - San Ramon, CA, '98 - '02
  - LearniT! Computer Training - San Francisco, CA, '98 - '01
  - City College - San Francisco, CA, Fall '00
  - Fontbonne University - St. Louis, MO, '92 - '95
  - Regional Consortium of Educational Technology - St. Louis, MO, '89 - '92
  - American Youth Foundation, National Leadership Conference - Shelby, MI, '89-'91
- Currently available for special projects only

Director of Educational Technology / Art Director, '05 - '10
Literacyworks - Oakland, CA
- National Institute for Literacy (NIFL) grant to fund Region III Resource Center to disseminate high-quality resources using online materials, distance learning, through partnerships with adult education and related organizations to help practitioners improve outcomes in adult learners' literacy skills efforts related to technological innovation in the curriculum.
- Develop project management methodology (Web Design and Implementation Process) for large complex projects. This includes development and clarification of project goals, objectives, scope, and project plans including milestones, costs, and cost-to-complete estimates and deliverables with both stakeholders and team members.

- Provide technical support and training as required **(**Mac**/**PC).
- Design and develop client web sites, including information architecture, usability and accessibility standards including W3C standards and Section 508 compliance and copyright issues.
- Included working with translators on web and online learning projects in Spanish, Vietnamese, Chinese, Korean, Vietnamese, Farsi.

Technology Director / Computer Instructor, '04 - '05
Orinda Academy (7-12) - Orinda, CA
- Design and develop new Technology Program for special needs middle and high school students within a college prep private school.
- Become Authorized Testing Center for the International Computer Driving License (ICDL), including partnership with BAYITC as a pilot middle/high school.
- Introduce ICDL modules as a core curriculum to the new Technology Program.
- Provide 1:1 tutoring as needed for special needs students.
- Provide in-service training to faculty to integrate technology into core curriculum. Teaching with the Web.
- Create policy and procedures as well as procurement for Tech Support, Network Administration, Server Administration, Wireless Network and Administration to Mac/PC environment.
- Design and implement Orinda Academy Acceptable Use Policy.

Technical Coordinator / Computer Teacher, '02 - '04
Corpus Christi School (K-8) - Piedmont, CA
- Computer Teacher and Network Administrator for K-8 private school (Mac/PC).
- Design and develop new curriculum to integrate technology into core curriculum to comply with National Educational Technology Standards [NETS] for Students and the California State Content standards. | MissMax.com - Curriculum
- Provide in service technical support and training to all faculty and staff.
- Provide 1:1 tutoring as needed for special needs students.
- Faculty Adviser for Student Web Designers.

Manager, Education Programs, '97 - '99
Arbor Software - Sunnyvale, CA
- Manage all facets of corporate Education Services Department.
- Design and implement curriculum development process, standards, budgeting and production schedule.
- Strong leadership and management skills in recruiting, developing and directing teams and organizational development.
- Establish education programs and maintain corporate relationship with Authorized Training Centers nationwide.
- Develop internal training resources; develop partnerships with local educational institutions and outside training vendors.

Curriculum Development Manager/Instructor, '95 - '97
Pacific Bell Internet Services - San Francisco, CA
- Start-up Internet TechCenter Training Department.
- Manage technical writers/trainers and contractors, to provide comprehensive web based and technical training for 100+ Technical Analysts.
- Implement training methodologies, standards, scheduling, and equipment purchases for both PC and Mac training labs.
- Design and develop curriculum and facilitate training for 2-week TechCenter Technical Analyst Certification and Mentor Program.

EDUCATION

M.Ed. Adult Education (Educational Technology/Instructional Design), University of Missouri

- Lead TA and curriculum developer with the **Apple Classroom of Tomorrow (ACOT)** project to integrate technology into education.
- Published: The Max Inventory of Learning Styles (M.I.L.S.) ©1991. **Intellimation Library for the Macintosh**. Santa Barbara, CA. An interactive, HyperCard based learning style assessment instrument.
  Presentations:
  - Apple Computer, Inc., and Advanced Systems and Peripherals (ASAP), September 1991. Presented

M.I.L.S. at the Higher Education Curriculum Integration Technology Seminar.

B.S. Journalism (Broadcast, Radio/TV/Film), University of Kansas

Additional Education/Certification:
- WordCamp, '08, '10, '11
  - San Francisco, CA
- DrupalCon, '10
  - San Francisco, CA
- ASP, PHP, SEO, JavaScript, '10
  - AcademyX - San Francisco, CA
- Craigslist BootCamp,   '06, '07, '08
  - Berkeley, CA
- MOUS Certified, '00
- A+ Certification, '00