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| Maxine Ferman, M.Ed | San Francisco, CA info@max-inc.com[MaxFerman.com](http://maxferman.com) | [Max-Inc.com](http://www.max-inc.com/) [LinkedIn](http://www.linkedin.com/pub/max-ferman/9/2b/a5b) LinkedIn_Logo16px.png[Web Designer Resume](http://maxferman.com/resume_ferman_2011_web.pdf)[Instructional Designer Resume](http://max-inc.com/resume_ferman_2011_id.pdf)[curriculum vitae](http://max-inc.com/resume_fermanvcv_v10.html)**415-286-8826**  |
| Resume |
| **employment objectives**  |
| * Instructional Designer, Technical Trainer, Curriculum Developer
* Web Designer, Information Architect, Project Manager
* Technical Support
 |
| **technical skills** |
| **software** |
|   | Adobe Captivate  | Intermediate |
| Adobe Dreamweaver  | Expert ( ATC Certified ) |
| Adobe Fireworks  | Expert ( ATC Certified ) |
| Adobe Flash  | Intermediate |
| Adobe Illustrator | Advanced |
| Adobe InDesign | Intermediate |
| Adobe Photoshop  | Advanced |
| Apple Final Cut Pro | Intermediate |
| Apple iLife, iMovie, iDvd, iPhoto | Expert |
| Drupal | DrupalCon - '10 |
| Sony Sound Forge | Advanced |
| Sony Vegas | Advanced |
| WordPress | Advanced - WordCamp SF '08, '10 |
| **hardware / os** |
|  | Microsoft Windows 95-XP, Vista, Windows7 | Expert  |
| Macintosh OSX, 9.x, 8.x, 7.x  | Expert  |
|   | Linux | Moderate |
| PC Hardware **A+ Certified** | Expert |
| Digital / Video Camera | Advanced |
| **network / server** |
|   | TCP/IP setup and configuration  | Advanced |
| Apple Mac OS X Server  | Advanced |
| Apple Remote Desktop | Advanced |
| **office productivity** |
|   | Microsoft Office '03, '07, '10, '08(mac)  | Expert ( MOUS Certified '00 ) |
| Excel | Expert |
| Outlook | Expert |
| PowerPoint | Expert |
| Word | Expert |
| Visio | Advanced |
| **languages** |
|   | Ajax | Intro  |
| CSS (2/3) | Advanced |
| DHTML  | Advanced  |
| HTML / XHTML | Advanced |
| HTML 5 | Moderate |
| JavaScript  | Advanced  |
| PHP | Into  |
| XML | Moderate |
| **database**  |
|  | Access | Intro |
| ASP/PHP | Moderate  |
| FileMaker | Intro |
| **education** |
| M.Ed - University of Missouri '92Emphasis in Adult Education, Educational Technology, Instructional Design Thesis: Integrating Computers in Education: Howard Gardner's Theory of Multiple Intelligence and Computers in EducationK-12 Certification BS Journalism - University of Kansas '84Emphasis in radio, television, film and computer science Internships: KMOX Radio - CBS, KJHK Radio - PBS, KTVI TV - ABC |
| **websites** |
| * [Literacy Network of Greater LA](http://literacynetwork.org/)
* [Learner's Lives as Curriculum](http://literacyworks.org/llc/)
* [Health Literacy Summit](http://literacyworks.org/hls/)
* [Health Literacy Network](http://healthliteracynetwork.org/)
* [San Diego WebQuest](http://literacyworks.org/sdwebquest/)
* [Borntodrum.org](http://max-inc.com/testsites/canceled_borntodrum/) - spec
* [Chochmat HaLev](http://chochmat.org/)
* [Chochmat HaLev High Holy Days '06-'10](http://max-inc.com/testsites/chochmat/holiday/holiday_v2/indexv2.html)
* [San Francisco Dykes on Bikes®](http://max-inc.com/testsites/dykes_on_bikes/dob_final/) - archived
* [HelpOthers.org](http://max-inc.com/testsites/helpothers/) - spec
* [Centro Latino Literacy](http://centrolatinoliteracy.org/)
* [Kourosh Foundation](http://literacyworks.org/kouroshfoundation/v6/)
* [Kaizen Program](http://max-inc.com/testsites/kaizen/)
* [The Long Island Lesbian Cancer Initiative (LILCI)](http://lilci.org/)
* [Learning Resources.org](http://literacyworks.org/learningresources/)
* [EasyVoter.org](http://literacyworks.org/easyvoter/redux_06/index_redux_06.html)
 | * [Ocean Science Station](http://literacyworks.org/ocean/)
* [Gistics](http://literacyworks.org/gistics/v4/_v4_index.htm) - spec
* [Timothy Circle](http://www.thetimothycircle.org/)
* [Martin C. Kauffman 100 Club of Alameda](http://max-inc.com/testsites/100club/100clubv2.htm)
* [Elderflower.org](http://max-inc.com/testsites/elderflower/elderflowerv1.htm) - spec
* [LearniT! - Web Developers Workshop](http://www.max-inc.com/workshop)
* [Parents & Friends Association - California School for the Blind](http://max-inc.com/testsites/pfa_csb/) - archived
* [GE Imatron EBT](http://www.geimatron.com/)
* [Sacreddogs.com](http://max-inc.com/testsites/sacred_dogs/) - archived
* [The Runaways.net](http://max-inc.com/testsites/therunaways/08_09_02/) - archived
* [Girl Gang Films](http://max-inc.com/testsites/girlgangfilms/) - archived
* [SuziQuatro.com](http://www.suziquatro.com/)
* [Neighbor to Neighbor](http://www.max-inc.netfirms.com/test_sites/index.htm)
* [Kids Meeting Kids](http://www.kidsmeetingkids.org/)
* [MissMax.com](http://www.missmax.netfirms.com/)
 |
| **k-12 curriculm developed** |
| **Educational Philosophy:** I utilize technology as a tool for thinking and learning. I create and develop project based curriculum which includes the integration of technology and creative expression. I strongly believe in service, and feel it is important to emphasize partnerships between school, home and the greater community.  |
| * [African Empires (7)](http://missmax.netfirms.com/africa/1_african_project_04.html)
* [Ancient Greeks (K,5,6)](http://missmax.netfirms.com/greek_04/1_greek_project_04.html)
* [Ancient Israel (6)](http://missmax.netfirms.com/ancient_israel/assignment.html)
* [China History (7)](http://missmax.netfirms.com/china/7th_china_resource.htm)
* [ColorMatch (all)](http://missmax.netfirms.com/colormatch5k.html)
* [Environmental Racism (6)](http://missmax.netfirms.com/environmental%20racism/home.htm)
* [iMovie Project (4)](http://missmax.netfirms.com/imovie/imovieteams.html)
* [Native Americans (3,4)](http://missmax.netfirms.com/nativeamerican/1_native_project_03.html)
* [Newton's Laws (3,7)](http://missmax.netfirms.com/newton/newton_frame.html)
 | * [Solar System (5)](http://missmax.netfirms.com/space/1_solar_system_project_04.htm)
* [The Eye and Illusions (2,7)](http://missmax.netfirms.com/2nd_grade/optics/1_optics.htm)
* [US Government (8)](http://missmax.netfirms.com/8th_grade/usgovernment.htm)
* Computer I & II (7-12)
* Web Graphics I & II (7-12)
* Web Design I & II (7-12)
* Multimedia I & II (7-12)
* Digital Imaging: Yearbook (7-12)
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| **courses taught** |
| [AcademyX](http://www.academyx.com/) - San Francisco, California *'01-'02* & '07 - present Web Design - Intro - Adv:    CSS    Dreamweaver    HTML    Illustrator    Photoshop MS Office '03-'07- '10 - Intro - Adv: Excel    Outlook   Powerpoint    Word Custom Courses:   [Web Designers Workshop '09](http://max-inc.com/testsites/dallas) - D Magazine, Dallas, TX   [Powerpoint'07 Best Practices](http://max-inc.com/testsites/berkeley_chem/) - UC Berkeley - College of Chemistry    Powerpoint Best Practices - UC Berkeley - Capital Projects    [UCSF/SFGH Systems Training '08](http://max-inc.com/testsites/IPP/IPP_5_13_08_FINA.pdf) - UCSF - Infants and Parents Program (IPP)   1:1 tutoring / training Webinars:  [Transitioning from Office '03 to '07/'10](http://max-inc.com/testsites/calpact/) - UC Berkeley - CALPACTOnsite:    UC Berkeley - CALPACT   UC Berkeley - Haas School of Business   UC Office of the President   UC Santa Cruz   UC San Francisco [Orinda Academy](http://orindaacademy.org/) '03 - '04  Computer I & II - [ICDL](http://icdlus.com/) Certification Web Graphics I & II Web Design I & II Multimedia I & II Digital Imaging: Yearbook [UC Berkeley Extension](http://www.unex.berkeley.edu/) '00 - '05  HTML I: Creating Web Pages HTML II: Structuring Web Pages Dreamweaver [Creating Web Graphics](http://max-inc.com/berkeley/) Foundations of Web Development Digital Portfolio [San Francisco State University -Information Technology Program](http://www.cel.sfsu.edu/catpro/home.cfm?selection=it) '99 - '02 Excellent Instructor Award May 2001  HTML Introduction to Information Technology Inter networking Technologies [The Arts Institutes International at San Francisco](http://www.aisf.aii.edu/) Fall '01  Introduction to Multimedia  Intermediate Web Page Design  Information Design [BAVC - MediaLink - San Francisco, California](http://www.bavc.org/) Summer'01  Web Design and Development [In-HouseProductions - San Ramon, California](http://www.in-houseproductions.com/) '98 - '02  Dreamweaver Levels I & II Fireworks [LearniT! Computer Training - San Francisco, California](http://www.learnit.com/) '98 - '01  All Web Design Courses MOUS Certified Developed Web Developers Workshop (Custom)[City College - San Francisco](http://www.ccsf.cc.ca.us/) Fall '00  MS PowerPoint  |
| **employment summary**  |
| **Technical Instructor** '07 - present [AcademyX](http://www.academyx.com/) - San Francisco, CAInstructor, Curriculum Developer, Web Designer, Project Manager '98 - present[Max-Inc.com](http://www.max-inc.com/) - San Francisco, CA   [Website Design and Implementation Process](http://max-inc.com/cs) Director of Educational Technology / Art Director '05 - '10 [Literacyworks](http://literacyworks.org/) - Oakland, CA**Faculty -** Summer '05 [National Youth Leadership Forum on Technology (NYLF)](http://www.nylf.org/tech/index.cfm) - San Jose, CA Technology Director / Computer Instructor '04 - '05 [Orinda Academy](http://www.orindaacademy.org/) - Orinda, CAComputer Instructor Summer '04 Real Employment Assistance and Classroom Help (REACH) [Jewish Vocational Services (JVS](http://www.jvs.org/))- San Francisco, CA Technical Coordinator '02 - '04[Corpus Christi School](http://www.corpuschristischool.com/) - Piedmont, CA[MissMax.com](http://missmax.netfirms.com/) - CurriculumInstructor/Consultant '98 - '04[UC Berkeley Extension](http://www.unex.berkeley.edu/) - San Francisco, CAManager, Education Programs '97 - '99 [Arbor Software](http://www.hyperion.com/) - Sunnyvale, CACurriculum Development Manager/Instructor '95 - '97[Pacific Bell Internet Services](http://public.pacbell.net/)- San Francisco, CAFaculty '92 - '95[Fontbonne University](http://www.fontbonne.edu/) - St. Louis, MOInformation Specialist/Graphic Designer '88 - '92[University of Missouri](http://www.umsl.edu/) - St. Louis, MO Public Relations/Advertising '84 - '88Agency & In House- St. Louis, MO  |
| **additional education / certification / memberships** |
| * [e-learning Guild](http://www.elearningguild.com) - associate member
* [Graphic Artists Guild](http://gag.org/) - professional member
* [WordCamp](http://2010.sf.wordcamp.org/) - San Francisco, CA '10 (May)
* [DrupalCon](http://sf2010.drupal.org/) San Francisco, CA, '10 (April)
* PHP [AcademyX](http://www.academyx.com/) - San Francisco, CA, '10 (March)
* Ajax [AcademyX](http://www.academyx.com/) - San Francisco, CA, '10
* Adobe Captivate - [AcademyX](http://www.academyx.com/) - San Francisco, CA, '10
* [Craigslist BootCamp](http://www.craigslistfoundation.org/index.html) - Berkeley, CA, '06, '07, '08
* [WordCamp](http://2008.sf.wordcamp.org/) - San Francisco, CA '08
* [ICDL](http://icdlus.com/) Autorized Testing Center Proctor - '04
* See [CV](http://max-inc.com/testsites/resume_fermanvcv_v10.html) for pre 2004 listings
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| **service projects** |
| Volunteer, Web Design, Mentor - '01 - present[CharityFocus](http://www.charityfocus.org/)Mentor - '00 - '02[JFCS](http://www.jfcs.org/) - Parents Place |

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