

Maxine Ferman, M.Ed

San Francisco, CA
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Resume

MaxFerman.com | Max-Inc.com

[LinkedIn](#) 

[Web Designer Resume](#)
[Instructional Designer Resume](#)
[curriculum vitae](#)
415-286-8826

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	Intro
XML	Moderate

database

Access	Intro
ASP/PHP	Moderate
FileMaker	Intro

education

M.Ed - University of Missouri '92

Emphasis in Adult Education, Educational Technology, Instructional Design
Thesis: *Integrating Computers in Education: Howard Gardner's Theory of Multiple Intelligence and Computers in Education*
K-12 Certification

BS Journalism - University of Kansas '84
Emphasis in radio, television, film and computer science
Internships: KMOX Radio - CBS, KJHK Radio - PBS, KTVI TV - ABC

websites

- [Literacy Network of Greater LA](#)
- [Learner's Lives as Curriculum](#)
- [Health Literacy Summit](#)
- [Health Literacy Network](#)
- [San Diego WebQuest](#)
- [Borntodrum.org](#) - spec
- [Chochmat HaLev](#)
- [Chochmat HaLev High Holy Days '06-'10](#)
- [San Francisco Dykes on Bikes®](#) - archived
- [HelpOthers.org](#) - spec
- [Centro Latino Literacy](#)
- [Kourosh Foundation](#)
- [Kaizen Program](#)
- [The Long Island Lesbian Cancer Initiative \(LILCI\)](#)
- [Learning Resources.org](#)
- [EasyVoter.org](#)
- [Ocean Science Station](#)
- [Gistics](#) - spec
- [Timothy Circle](#)
- [Martin C. Kauffman 100 Club of Alameda](#)
- [Elderflower.org](#) - spec
- [LearnIT! - Web Developers Workshop](#)
- [Parents & Friends Association - California School for the Blind](#) - archived
- [GE Imatron EBT](#)
- [Sacreddogs.com](#) - archived
- [The Runaways.net](#) - archived
- [Girl Gang Films](#) - archived
- [SuziQuatro.com](#)
- [Neighbor to Neighbor](#)
- [Kids Meeting Kids](#)
- [MissMax.com](#)

k-12 curriculum 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 \(7\)](#)
- [Ancient Greeks \(K,5,6\)](#)
- [Ancient Israel \(6\)](#)
- [China History \(7\)](#)
- [ColorMatch \(all\)](#)
- [Environmental Racism \(6\)](#)
- [iMovie Project \(4\)](#)
- [Native Americans \(3,4\)](#)
- [Newton's Laws \(3,7\)](#)
- [Solar System \(5\)](#)
- [The Eye and Illusions \(2,7\)](#)
- [US Government \(8\)](#)
- 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)

courses taught

[AcademyX](#) - 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](#) - D Magazine, Dallas, TX
[Powerpoint'07 Best Practices](#) - UC Berkeley - College of Chemistry
Powerpoint Best Practices - UC Berkeley - Capital Projects
[UCSF/SFGH Systems Training '08](#) - UCSF - Infants and Parents Program (IPP)
1:1 tutoring / training

Webinars:

[Transitioning from Office '03 to '07/'10](#) - UC Berkeley - CALPACT

Onsite:

UC Berkeley - CALPACT
UC Berkeley - Haas School of Business
IUC Office of the President

UC Santa Cruz
UC San Francisco

[Orinda Academy](#) '03 - '04

Computer I & II - [ICDL](#) Certification
Web Graphics I & II
Web Design I & II
Multimedia I & II
Digital Imaging: Yearbook

[UC Berkeley Extension](#) '00 - '05

HTML I: Creating Web Pages
HTML II: Structuring Web Pages
Dreamweaver

[Creating Web Graphics](#)

Foundations of Web Development
Digital Portfolio

[San Francisco State University -Information Technology Program](#) '99 - '02

Excellent Instructor Award *May 2001*

HTML
Introduction to Information Technology
Inter networking Technologies

[The Arts Institutes International at San Francisco](#) *Fall '01*

Introduction to Multimedia
Intermediate Web Page Design
Information Design

[BAVC - MediaLink - San Francisco, California](#) *Summer'01*

Web Design and Development

[In-HouseProductions - San Ramon, California](#) '98 - '02

Dreamweaver Levels I & II
Fireworks

[LearnIT! Computer Training - San Francisco, California](#) '98 - '01

All Web Design Courses
MOUS Certified
Developed Web Developers Workshop (Custom)

[City College - San Francisco](#) *Fall '00*

MS PowerPoint

employment summary

Technical Instructor '07 - *present*

[AcademyX](#) - San Francisco, CA

Instructor, Curriculum Developer, Web Designer, Project Manager '98 - *present*

[Max-inc.com](#) - San Francisco, CA

[Website Design and Implementation Process](#)

Director of Educational Technology / Art Director '05 - '10

[Literacyworks](#) - Oakland, CA

Faculty - *Summer '05*

[National Youth Leadership Forum on Technology \(NYLF\)](#) - San Jose, CA

Technology Director / Computer Instructor '04 - '05

[Orinda Academy](#) - Orinda, CA

Computer Instructor *Summer '04*

Real Employment Assistance and Classroom Help (REACH)

[Jewish Vocational Services \(JVS\)](#)- San Francisco, CA

Technical Coordinator '02 - '04

[Corpus Christi School](#) - Piedmont, CA

[MissMax.com](#) - Curriculum

Instructor/Consultant '98 - '04

[UC Berkeley Extension](#) - San Francisco, CA

Manager, Education Programs '97 - '99

[Arbor Software](#) - Sunnyvale, CA

Curriculum Development Manager/Instructor '95 - '97

[Pacific Bell Internet Services](#)- San Francisco, CA

Faculty '92 - '95

[Fontbonne University](#) - St. Louis, MO

Information Specialist/Graphic Designer '88 - '92

[University of Missouri](#) - St. Louis, MO

Public Relations/Advertising '84 - '88

Agency & In House- St. Louis, MO

additional education / certification / memberships

- [e-learning Guild](#) - associate member
- [Graphic Artists Guild](#) - professional member
- [WordCamp](#) - San Francisco, CA '10 (May)
- [DrupalCon](#) San Francisco, CA, '10 (April)
- PHP [AcademyX](#) - San Francisco, CA, '10 (March)
- Ajax [AcademyX](#) - San Francisco, CA, '10
- Adobe Captivate - [AcademyX](#) - San Francisco, CA, '10
- [Craigslist BootCamp](#) - Berkeley, CA, '06, '07, '08
- [WordCamp](#) - San Francisco, CA '08
- [ICDL](#) Authorized Testing Center Proctor - '04
- See [CV](#) for pre 2004 listings

service projects

Volunteer, Web Design, Mentor - '01 - *present*
[CharityFocus](#)

Mentor - '00 - '02
[JFCS](#) - Parents Place