

## Instructional Design & Technology



With a solid background in Web and bringing electronic projects to market, a strong grasp of adult learning theories, and leading graphical design skills, my greatest strengths have been architecting information, anticipating user behavior, ingenuity, and delivering technical training and presentations. Highly proficient in Microsoft and Adobe tools utilized for presentations, hand-outs, forms, standards, manuals, reference materials... and a whiz in Photoshop, too. I have no trouble quickly learning and implementing technologies such as wiki's, blogs, presentation delivery tools and LMS systems.

### Project Management

- Regularly keep multiple projects on track to meet promised deadlines
- Regarded highly working with content owners to develop needs analysis, and design solutions and content delivery for web.
- Experience balancing requirements and resources to meet objectives
- Lead kick-off meetings by identifying goals & objectives, roles, deliverables, requirements, timelines, and success metrics – ADDIE model.
- Evaluation of cost-effectiveness for proposed CMS system acquisition
- Tracked the \$100M budget and planning approval for construction of the Palo Alto Medical Foundation campus
- Producer for mid-sized theatrical productions (cast & crew of 80; audience of 4,000)

### Technology, Video & Graphical Development

- Web development including HTML, CSS, Javascript and scripting languages
- Video development including storyboarding, videography and post-production editing
- Graphical and illustrational development using Photoshop, Illustrator, PowerPoint
- Knowledgeable in the implementation of color theory and application
- Experience installing and developing Wordpress and Moodle sites.
- Implementation and maintenance of enterprise content management (CMS)
- A/B testing and optimization using Test & Target

### Instructional Development & Design

- Teaching and training development and delivery for adult learners
- User interface design and implementation
- Two classes remaining completing a bachelor degree in Instructional Design
- Coursework includes learning theory, strategies for instructional delivery and adult learning, needs assessment, course design, program evaluation, eLearning delivery and implementation

### Communication

- Top performer in inter-disciplinary writing including analysis, instructional material, and academic papers
- Commendations received for presentation development and delivery
- Greatest strength lies in helping non-technical staff understand and implement technology solutions for business objectives
- Establish clear meeting objectives and foster collaborative contributions focused on goals
- Proud of a near perfect record in establishing & honoring SLA, estimated hours and project deadlines with internal and external customers
- Substantial Sales and Marketing experience

### EDUCATION & CREDENTIALS

Ashford University – June 2012, Bachelors, Instructional Design (*Alpha Sigma Lambda*)  
Masters Institute - June 2000, Degree, Multi-Media  
University of Arizona - 1991 to 1993, Architecture.  
West Valley College - 1989 to 1991, Associate Degree

### Technical Skills

#### Presentation Tools

- Captivate
- Jing
- PowerPoint
- Word, Excel, Outlook

#### Graphical Development

- Photoshop
- Illustrator
- Animation

#### Video Development

- Videography
- Non-linear editing
- Audio control
- DVD Authoring
- Flash encoding

#### Web Development

- Dreamweaver
- WordPress
- Moodle
- Facebook
- HTML5/CSS3
- JavaScript, jQuery
- PHP, MySQL
- Mobile web
- Section 508
- SEO

#### Other Talents

- Public Speaking
- Photography
- Painting & drawing

# Suzanne G. Alexander

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## WORK HISTORY

### **KodakGallery.com – Web Developer**, *October 2009 – current*

- Deliver on weekly web-based projects including site updates, promotions, and enhanced functionality. Recent mobile site architecture and consulting on user interface and preferences. Input on project kick-offs providing technical recommendations, and direction on usability and achieving objectives. Web development for Site Marketing including HTML5, CSS3, JavaScript, jQuery, PHP MySQL and best practices for mobile and cross-platform delivery. A/B testing on Test & Target. High attention to detail including debugging code, catching design oversights. Success has come from learning to ask the right questions during planning and design to assure that the project is thought-through completely and meets organizational goals and department objectives.
- Director Quote: "Suzanne's top strength lies in her ability to work with the marketers and talk through what they want from the user experience." Marketer Quote: "Suzanne has been very willing to roll up her sleeves and work with us to 'figure out' the nuts and bolts around implementing creative."
- Participate as part of a cross-functional team in developing marketing messaging and strategies around product development and promotion, SEO optimization, A/B testing and data analysis, email campaigns, display advertising and partner marketing.

### **Independent Contractor – Video & Web Development**, *August 2005 – September 2009*

- Under the name, Alexander Video Services, I developed video content for corporate, training, and commemorative presentations. Development included editing (Final Cut Pro), authoring (DVD Studio Pro), and web formatting (Flash). Customers included Ariba, McDonalds, US Coast Guard, Cameron MacAllister Group, Comcast, Planned Parenthood, John Muir Hospital, and other local businesses, law firms, churches, schools, and off-Hollywood movie releases.
- Several small web projects completed for businesses including re-design, de-bugging, resolving cross-browser issues and a new site design for a non-profit group. Web site design and development was also completed for [www.AlexanderVideo.com](http://www.AlexanderVideo.com).
- Created all marketing and promotional materials including graphical development and print-ready files for Alexander Video.

### **Webmaster**, **FIRST FRANKLIN**, *August 2001 – March 2008*

- As the original author of FF's 3,000-page intranet site, I developed the project plan and schedule, site architecture and managed production. The project included defining business requirements, interviewing users, developing style guidelines, on-going content management procedures garnering recognition of merit.
- Developed hand-coded HTML templates from graphical layouts provided by Marketing. Completed XHTML conversion for integration with XML applications. Regarded as the resident HTML expert at First Franklin and Novell, resolving many problems including de-bugging, cross-browser compatibility issues, tables, forms, CSS and JavaScript errors for other team members.
- Provided guidance and direction for SEO best practices as it relates to site design and implementation.
- Drafted and published web design standards and best practices to provide consistency in user experience and effectiveness of web initiatives. Content development and recommendations helped move the company towards greater efficiency, usability and value added to the organization.
- Worked closely with content authors and business units to help them publish on the web suggesting appropriate uses of web technology to achieve their objectives. Strong communication skills helped bridge the gap between technical implementation and the requestor's vision.
- Produced written documentation and training material and conducted live training seminars, surveys and presentations for non-technical business user groups. Presentations made to the executive board regarding cost analysis, evaluation, and technology recommendations. Introduction of new technology required diplomacy and earning users' confidence.
- Collaborated as part of a cross-functional team to evaluate and implement a new CMS (Content Management System) for First Franklin. Served as the Content Administrator which included XML and SQL integration.

### **Web Specialist II**, **NOVELL, INC.**, *March 2000 - May 2001*

- Content development using hand-coding (Homesite). Resident HTML expert. Heavy use of SSI and new CSS implementation. Participated in development and deployment of a 5,000-page site redesign. Implementation of emerging ADA compliance standards. In May of 2001 Novell closed its San Jose location and outsourced their web development.

### **Executive Administrator**, **SMARTFLEX SYSTEMS**, *May 1999 - January 2000*

### **Sr. Escrow Assistant**, **CHICAGO TITLE**, *April 1998 - March 1999*

### **Realtor**, **COLDWELL BANKER**, *August 1995 - March 1998*

### **Exec. Project Coordinator**, **PALO ALTO MEDICAL FOUNDATION**, *1993 - 1995*

### **Architectural Intern**, **ALLEN KARATH ARCHITECTS**, *1991 - 1993*

### **Architectural Intern**, **EDWIN BRUCE & ASSOC.**, *1989 - 1991*

### **Project Coordinator**, **SPACE DESIGNS**, *1986 - 1989*