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Light 2.0 Blog: <http://www.facebook.com/Light2Point0>

WEB: <http://www.mediabench.com>

## SUMMARY:

### **Interactive Media Educator - Writer - Artist - Designer / Developer**

Strong leadership, management, strategizing, mentoring, teaching, project management, team and relationship building. Successful history establishing interactive new media programs in diverse academic, creative and corporate settings. Provide creative vision and inspire innovation with cutting edge media, literature - writing, digital communications, arts and design, video technologies. Versatile educator at the college level and in professional settings with particular successes at inspiring innovation in gifted students and assuring success of at risk students. Background in film, video, art, music and writing.

### **20+ years experience across new media / WEB design, film, writing, programming and media technologies:**

Author	Video / Film & Audio / Digital Media
Academic & Corporate Management	Interactive Multimedia Writing / Author
Digital Humanities, Writing, WEB, Design, Coding & Technology Curriculum Development	Digital Marketing and Communications
Teaching - Academic and Professional	Digital Publishing
Graphic Design	Blogging and Podcasting
Data Visualization / Information Design	Digital Fine Artist and Musician
	Background in painting, theater, film, guitar

## Current

**4/2014 to present**

- Producing and Publishing electronic book (iBooks) series, *Light 2.0*, based on my hit iTunes podcast novel, *Light 1.0*
- WEB & Technology Consultant to the cities of Glendale and Burbank on various grants for training local workforce and students in Digital Media and Mobile Technologies, Coding / Programming, WEB,
- Independent Consultant and Developer Mobile and WEB, digital media
- Founder WomenPlayGuitar.com

## Professional Community

- Professional Advisory Board Pasadena City College, Career-Tech
- Professional Advisory Board, Fremont College, Interactive Multimedia
- Member, Innovate Pasadena; Charter Member Women of Innovate Pasadena
- Member, Tech Sparks, WordPress, Mobile Apps, Mobile Entertainment & numerous Writer Meet-ups
- Member and Past President, League of Women Voters Glendale-Burbank

## EXPERIENCE

### **Mediabench**

**Pasadena, CA 11/2012 – present**

#### **Owner: Digital Author and Publisher**

- Writing-Creating interactive iBook series, *Light 2.0*, from my hit iTunes podcast novel, *Light 1.0*.
- Publishing series in iBook format for distribution, consulting with other authors about interactive multimedia publishing. Creation blog at: <http://www.facebook.com/Light2Point0>
- Wrote and designed web-based multimedia bio-memoir about 19th century woman composer, Amy Beach. Prototype: <http://www.amybeachandme.com> ). (In permissions negotiations.)
- New media journalist: [riffingonbooks.com](http://riffingonbooks.com) – literary blog on the Arts and Sciences, 2009 – present.
- Former: Op-ed columnist Glendale News-Press, Burbank Leader: politics & technology, '99-2005.

## **EXPERIENCE – Academic: Administration and Teaching**

**The Art Institute of California – Hollywood**

**North Hollywood 2005 – 11/2012**

**College Administration: *Academic Director of WEB Design and Interactive Media and Foundation Studies***

Directed vision and development of new WEB and Interactive Media department. Designed curricula based on broad expertise in the field, input from extensive professional relationships and partnerships built in the community.

- Oversaw curriculum development with requisite focus on “evolvability” (due to rapid pace of change in technology and the WEB today) and learner-centered instruction.
- Hired, supervised and trained cross-functional faculty including top designers and technologists in related fields to assist in spawning creative, innovative thinking and projects.
- Grew department from 6 students to 157 in 3 years. Achieved close to 100% graduate job placement in internships and mid-level positions with companies including Disney Interactive, Warner Brothers Interactive, TrailerPark, BLT, SADA Systems, EQAL, Huge Interactive.
- Oversaw department technology and budgets. Kept department on the cutting edge in times of budget constraints.
- Special projects: Arranged guests for student interactive video projects including Dr. Terrence Roberts of Little Rock Nine fame, Dave Jenet - decorated WWII Veteran and L.A.'s Mr. Fix-it to the Stars; Executive produced new media student project with Caltech scientists; Created courses with architects, helping students re-conceptualize interactive space; Curated interactive digital art exhibit, “Digital Eclectic” (catalogue available)

**Teaching - *Foundation Studies, Humanities, Computer Tech, Graphic & WEB Design***

- Director of Foundation Studies: integrated foundation studies with new media and spear-headed learner-centered faculty development training and practices.
- Designed and taught courses: New Media Journalism, Interactive Literature, Data Visualization / Information Design, Digital Storytelling, Video Production & Editing for the WEB and Mobile, Sound Design, Concepts of Programming, Digital Message Making, Digital Painting.

## **Disney Imagineering**

**Glendale, California 1999–2005**

***New Media Instructor and Curriculum Designer***

Worked closely with cross-discipline staff and management to instruct them and facilitate transition from analog art and design methodologies to new digital technologies, software and workflows. Recommended and taught new digital methodologies based on research and analysis of current ones for: artists; graphic, event and product designers; architects; web designers; illustrators; librarians.

## **EXPERIENCE – Interactive Digital Media / Multimedia**

**Mediabench**

**Glendale, CA 1986-90 and 1998 – 2005**

***Owner: Interactive Media Author, Designer / Developer, Producer and Publisher***

*Mediabench has served as new media services business throughout career – as well e-zine for own digital fine art, web design, interactive new media writing and music.*

- Introduced companies and museums to the use of interactive multimedia for marketing, sales, education, training, and entertainment. 1991-94 and 1998 - present
- Developed and designed first-of-their-kind interactive multimedia applications, computer based training & education applications, interactive marketing applications, multimedia presentations and WEB sites. 1991-94 and 1998-2005.
- Clients have included the National Science Foundation, The Los Angeles Museum of Science, The Gas Company, Iwerks Entertainment, The Holocaust Museum, The YWCA of Glendale, The Associations of Fingerstyle Guitarists, The Academy Awards.

**Howrey & Simon Law Firm****Washington DC, San Francisco & Los Angeles 1993–1998****Director of Interactive Multimedia and Audiovisual Production****1995 – 1998****Consultant****1993 – 1995**

- Led development and managed first-of-its-kind interactive multimedia department for major law firm.
- Introduced attorneys to use of digital interactive multimedia, graphics and storytelling in litigation, firm marketing and case/client management.
- Conceptualized, strategized and designed high-end interactive presentations, applications and technology.
- Hired and supervised cross-functional design and technology department staff.
- Department's efforts directly linked to firm's acquisition of major corporate clients, numerous successful case outcomes, and achievement of lead firm status on important Texaco case. Clients included: Texaco, Anheuser Busch, Volvo, USAir.

**Art Guerrero Multimedia Design****Santa Monica, CA 1990-94****Art Director and Creative Director**

Introduced clients to new forms of presentation and marketing using interactive multimedia design and technologies. Assisted in maintaining industry leadership and cutting edge corporate images with transition to new media. Created interactive multimedia applications and presentations for Johnson and Johnson, Creative Artists Agency, Phillips Interactive, Sony and more.

**The Saul Zaentz Film Center, Berkeley, CA****Berkeley, CA 1981-84****Operations & General Manager**

Developed and managed Academy Award winning post production film center for producer Saul Zaentz (*Amadeus, the English Patient, Incredible Lightness of Being*). Oversaw all technical operations, hiring and supervision of staff. Attracted The Disney Company and noted filmmakers to employ studio and staff for post-production. Partnered with Dolby and dbx to employ innovative noise reduction and other processes. Won Academy Award for Best Sound in 3rd and 4th year of operation.

**TECHNOLOGY****Design / Media Software:**

Adobe Creative Suite, Final Cut Pro, Adobe Premiere, Cubase, Digital Performer, Logic Pro, iBook Author, Finale, After Effects.

**WEB - Mobile and Interactive Development**

HTML5, CSS, JavaScript, jQuery, WordPress, CMS, ActionScript/Flash, Processing, Java, database, ePub / iBook design and development (front-end usage, back-end supervisory)

**Hardware**

Video & audio production tools, digital post-production (editing, mixing and mastering), music / sound design hardware, software, and processes, MIDI, streaming media.

**EDUCATION**

Antioch University

MFA, Creative Nonfiction / Interactive Writing, 2009

San Francisco State University

BA Film

**Continued Education**

- California State University Northridge , UCLA Extension, Los Angeles Valley College, BA Equivalency in Art, Graphic Design and Multimedia
- Stanford Online: Design Concepts for Engineers, Music Publishing, both passed with honors