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**SUMMARY: ELearning and Instructional Design**

Adobe Suite (Captivate, Flash, Photoshop, multimedia components), Camtasia Studios, Podcasts, MySQL, Dreamweaver, HTML/PHP, Prototypes, Simulations, and Scenario-Based Learning, English to Spanish Translations.

**Methodologies**

Logical Data Modeling and Relational Database Design, Knowledge Management and Information Engineering, Business Reengineering, Information Mapping and Design, Instructional Design, Spanish Translations, Quality Assurance Institute Testing. Methodologies used: David Hay, Richard Barker, James Martin, Booch, Yourdon.

**Additional Software and Platforms**

Erwin, Designer 2000, Oracle v8.0, v7.3.4, SQL Server v7.0, Sybase v12.0, SAP R/3, Perl, HTML, JavaScript, Adobe GoLive 4.0, Photoshop 5, Image Ready, MS FrontPage, MS Office, MS Project, Visio, Framemaker 5.5 Quark Xpress 4.0, and Illustrator 8, Corel Draw 7.0, Crystal Reports, IEW, IEF, System Architect, Metavision, COBOL, CICS, ServiceWare, NETg, Heat. Dreamweaver MX2004, Flash MX2004, Camtasia Studios.

**EXPERIENCE: Avery-Morgan Information Innovators, LLC**

6/01-present

As **Information Systems Researcher and Specialist (sole proprietor)**, I provide independent consulting services for today's computer-mediated work and learning environments placing special emphasis on ELearning both for stationary and mobile technologies (desktop, laptop, mobile device). I leverage both design best practices and software engineering methodologies to bring balance for a training/environment fit. Projects range from large-scale fortune 100 companies to small start-up companies. Pfizer, Becton Dickenson, Port-Authority of NY/NJ, Alcatel Lucent, Telcordia, Unilever, Mars Inc, National Science Foundation Associated Grants, Biosoftmosis. A list of professional publications can be viewed at: <http://www.ereadiness.org/>

**New Jersey Institute of Technology**

8/04-present

As **Adjunct Instructor and ELearning Instructional Designer**, I design ELearning instructional course materials (Captivate, Camtasia and Podcasts) for both asynchronous and interactive learning then utilize them for in the classroom. These courses include technical writing, telecommunication fundamentals, and database fundamentals. The focus is on user-centered documents, enhanced use of graphics, page layout and design, information literacy.

As **PhD Candidate/Researcher**, I developed a web-based (ELearning) application to train community responders how to better communicate using SMS text-messaging as one communication option in a crisis. Plain language training was introduced and crisis response performance measures were captured in a MySQL database. The application was developed with php/html and integrated Camtasia Studios recordings. I also have over 20 conference/journal publications that have been peer-reviewed.

As **Research Assistant**, I provided assistance with both the introduction of computer-mediated communication for the classroom and also processed the data collection and conducted statistical analysis in SPSS for the NJ Higher Education Generation 1.5 Grant. My research interest's center around effective technical communication and techniques that encourage and engage the individual to use web-based documentation and multimedia components.

As **Capstone Project Coordinator**, I provided guidance to undergraduate senior projects teams. Emphasis was on system requirement, database design and implementation to meet project/semester deadlines.

As **Webmaster, Instructional Designer and Writer**, I maintained the website, policies and procedures for the Graduate Studies Office. On a project basis, I develop documentation and multimedia course objects in Dreamweaver MX 2004, Flash MX 2004, and Camtasia Studios.

**Port Authority of New York and New Jersey**

4/07 – 10/07

As **Management Intern**, for the Office of Emergency Management, I develop user-centered documentation for Emergency Response Exercises.

**Metlife Insurance**

11/02-3/03

As **Systems Analyst**, I wrote system specifications including UML Use Cases for the Metlink Portal project. The Metlink Portal was an upgrade to the existing client server architecture that provides coverage status' for employees of small to mid-sized businesses. Microsoft Word 2000, Microsoft Visual Studio and Visio were used. A HIPAA compliant system was also part of the project deliverables.

**United Nations Development Programme**

6/02-7/02

As **Technical Writer/Documentation Specialist**, I developed a help facility and quick reference content for the initial Netegrity Portal Rollout for the Internet Services Unit. Customized updates to the help facility were made using XML and HTML. The quick reference content was produced in PowerPoint.

**Prudential Financial**

7/01-6/02

As **Data Administrator/Lead Analyst**, I developed and implemented several Logical and Physical Data Models using Erwin. These Third Party Brokerage Systems interface followed ACORD Standards to support External Carriers via XMLife or the NSCC (National Clearing House). The architecture is Sybase 12.0 and Java/Websphere. E-submission was utilized for messaging to External Hubs. The E-submission portion entailed XML. I also was a participant of the XML User's group and Center of Excellence for Process Standards (SDLC).

**Schering-Plough**

3/01-7/01

As **Data Administrator/Project Analyst**, I developed several Logical Data Models and system documentation to support the Combinatorial Chemistry system using the David Hay and Richard Barker methodologies. These models supported both scientific experiments and instrumentation interfaces. I also developed the Physical Model and Oracle database of each to test the model's validity. The Logical Data Models and Process Models were done using Oracle Designer R6.0 (previously Designer 2000). System documentation was also developed using MS Word.

**United Nations Development Programme**

1/00-2/01

As **Data Administrator/ Project Analyst**, I provided data analysis using SQL Server 7.0 and Erwin. I developed a Country Office Data Model and then incorporated the model into the existing Corporate Data Model. Reverse engineering was also necessary to obtain portions of the Country Office Data Model due to existing systems in many Country Offices. This analysis was in efforts to consolidate and maintain data integrity and support the Corporate Data Model for Developing Nations Funding Programmes (UNCDF, UNIFEM, etc.). Evaluated and made recommendations to maintain data integrity for the country offices worldwide.

**Una Vida Mejor, Inc**

7/92-8/00

As **Project Analyst/ Information Architect (Technical Writer)**, I provided consulting services to the clients listed below.

**Warner Lambert (Pfizer, Inc.)**

7/92-8/00

As **Project Analyst/Information Architect**, I was responsible for the implementation, reporting, user training and demonstrations (NETg Computer Based Training) for the domestic and global pilots as part of Global Learning. Responsibilities also included developing FAQs, online reference manuals, Intranet site development, Oracle v7.3.4 database structure evaluation and client server installations. Additionally, I developed and automated Human Resource application's FAQs (helpdesk scripts) and procedures for the Corporate Helpdesk and Desktop Direct Helpdesk. The scripts were part of the Peoplesoft & Customer Self Service (CSS) go live and were developed in MS Word 97 and MS FrontPage and are accessible through IE 4.0. English to Spanish Translations for the Puerto Rico CSS system were also necessary.

### **Becton Dickinson**

As **Information Architect/Technical Writer**, I formed part of the Basis Administration Team for the initial SAP R/3 go live in May 99. Data validation and quality assurance were the primary focus. Responsibilities included Standard Operating Procedures (SOP) to support the UNIX and Database Administrators for SAP Backup and Recovery, Oracle v8.0, BMC Patrol, Veritas Netbackup and the support of the SUN Solaris system architecture. Basis Administration support included validation of OSS Notes, transports, client numbering, and data warehousing. Security Administration support included procedures and the New Hire roles and validation. The main systems supported were Sandbox, Development, Quality Assurance and Production. Edited and wrote additional basis documentation. Created a Basis Administration Intranet site using MS FrontPage and MSOffice to include all design and support documentation. Additionally some web components utilized VBScript.

### **Pfizer, Inc.**

As **Knowledge Engineer**, I was responsible for the global implementation of the Call Management Knowledge Base. This global implementation encompassed New York, Sandwich England and Maarsden Holland. My responsibilities focused primarily on the knowledge acquisition and strategic implementation of the ServiceWare Knowledge Base. The expected results were targeted toward an increase in First Call Resolution or to triage the calls accurately when call escalation is necessary. To achieve this, I optimized the 'drilldown' capabilities of Knowledge Base. The knowledge acquisition aspect involved in depth research of existing data structures using MS SQL and user interview sessions to obtain criteria for problem/diagnostic branching. Based on the ServiceWare Knowledge Base software, I created writing guidelines for ongoing maintenance as well as produced detailed procedures for problem resolution and procedural guidance. To support the procedures written in MS Word, I created templates that enabled a smooth conversion to HTML for document reuse. I also created an intranet site using Adobe GoLive 4.0, JavaScript, Photoshop, Image Ready and Quark XPress to support the new and existing documentation. As part of the roll out to the Help Desk, I produced training materials and also am providing training sessions for the Help Desk Analyst. The training covers both the use of the ServiceWare software and the use of the web site.

### **Lucent Technologies**

As **Information Developer/Technical Writer**, I developed an intranet site in HTML for Customer Training and Information Product Documentation (CTIP) to support the Performance Model. This effort supported documentation reuse. In addition to writing PCS TDMA and CDMA Wireless Customer documentation in Framemaker 5.5 and Corel Draw 7.0, a thorough understanding of Wireless/Telecommunications hardware and software was necessary. I developed a data model to implement a centralized documentation repository. The repository stored PCS TDMA and CDMA Wireless Technologies, both procedures and graphics. This effort was to ensure timely delivery yet produce quality product for customer delivery in rapidly changing technology. I provided training on intranet usage and data modeling.

As **Technical Writer/Editor** I provided direction to the ACCLAIM Cross Domain Architecture Group to better manage Engineering release related documents and enhance flow through. This required standardization and control of high level requirement documents including customer follow-up. The existing architecture was being enhanced for GUI and Plug/Play with Internet/Web capabilities. I redesigned and managed the existing Cross Domain Architecture Web Site.

### **Unilever/Lipton**

As **Technical Writer/Web Developer**, I designed an intranet site to dynamically update system administration procedures using Perl scripts and HTML. I also developed system administration procedures to aid in acquisition by Cheeseborough Ponds.

### **Telcordina/Bellcore**

As **Technical Writer/Translator**, I translated Common Language Standards training materials, technical procedures and codes from English to Spanish. These training manuals were used in Mexico City by TELMEX. I converted documents to MIF files using an FTP filter on UNIX to be imported in Framemaker. Diagrams were recreated using Corel Draw. I developed SED scripts on UNIX to handle redundant phrases.

## **AT&T**

As **Information Architect/Data Administrator**, I provided hands-on training for the sales reporting development team from Project Manager to Developer on full project life cycle development for the first client server/GUI implementation. I focused on the data analysis for the business requirements and data model for a new sales compensation system using IEF. This data model became the first part of a corporate data model. Included were current process interviews and data analysis sessions with the development team and users. This served as a manageable pilot using new methodology while contributing to a data warehouse for sales analysis.

## **ISI, Division of Mars Inc.**

As **Information Architect/Data Analyst & Designer**, I participated in a company wide reengineering analysis consisting of interview sessions to develop Business Models and obtain data requirements of the order fulfillment process including credit application, promotions, inventory replenishment, cash application, credit/debit, deduction processing and collections, including recommendations for process improvements incorporating Efficient Consumer Response principles. I provided data analysis, and design for the logical and physical models for a client server product life cycle system. I developed SQL scripts to access the Oracle database using SQL PLUS and PL/SQL. Provided direction to 6 programmers (Oracle and COBOL) for interfaces and conversion concentrating on data integrity. Also managed a project team for a CHI-COR upgrade at a different business unit, including system and unit testing.

## **NATIONAL EXCHANGE CARRIER ASSOCIATION**

2/90 - 7/92

As **Information Architect/Data Administrator**, I developed and maintained software engineering standards (SDLC) to support the methodology and corporate data model including system and unit test plans. I provided guidance and training on data modeling. I conducted training sessions as part of new development projects to ensure the methodology and standards were being adhered to. I provided training for Viasoft and System Architect. I evaluated courses and CASE tools as part of the Software Engineering training curriculum. I analyzed and designed an Administrative System to support the FCC Tariff and Regulatory System for the Telecommunications Industry.

## **NATIONAL FINANCIERA (Mexico City)**

5/89 - 2/90

As **Sr. Analyst/Designer**, I analyzed an International Payments and Loan Control System in Mexico City. I designed a logical model for international loan processing (approvals, controls, disbursements, payments and tracking). I developed and installed a direct payments system for loan contracts which stipulate direct payment is required. I provided recommendations for company wide automation. All work was performed in Spanish.

## **CONNECTICUT STUDENT LOAN FOUNDATION**

1/87 - 9/88

As **Project Leader**, I managed, designed, and implemented a new on-line accounts payable system with EFT, to provide more accurate and timely processing of origination fees. I installed a PC based accounting system (Salomon) and Human Resource System (InSci). I also managed and designed enhancements to the Student Guarantee System to support Federally Mandated changes.

## **AVCO LYCOMING TEXTRON**

5/84 - 1/87

As **Programmer Analyst**, I maintained and provided enhancements to the Shop Floor Control System.. I provided training for ad-hoc reporting. Provided enhancements to the inventory control system.

## **EDUCATION: NEW JERSEY INSTITUTE OF TECHNOLOGY**

9/03-5/07

Ph.D. in Information Systems with a concentration in Communications and ELearning.

M.S. degree (9/04) in Professional and Technical Communications

## **UNIVERSIDAD LASALLE (Mexico City)**

9/88 - 12/89

Graduate courses in Systems and Planning. Also Spanish courses.

## **QUINNIPIAC COLLEGE**

9/81 - 5/85

B.S.degree in Computer Information Systems.