

STEVEN BARATZ

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OBJECTIVE

Instructional Designer focused on content creation for performance improvement and organizational development, utilizing a systematic approach in a collaborative environment

SUMMARY

Over ten years' experience publishing information online – achieving client-driven marketing goals, fulfilling a variety of roles from strategy to design and production.

Focusing since 2004 on instructional design – formulating and reaching educational and performance-driven objectives via instructor-led, online, and blended learning solutions.

Experience teaching and training students of all ages – K-12 through adult, understanding and applying learning theories, varying instructional practices to improve motivation and address different learning styles.

Excellent communicator – technical writing and editing skills as well as interpersonal communication, ability to effectively engage with all organizational levels from subject matter experts to executives.

Multi-talented creative artist – expertise in strategic planning, project management, information architecture, usability, graphic design, web development, photography, and multimedia.

EMPLOYMENT HISTORY

Content Specialist, Steven Baratz Creative Services, San Francisco, CA – 1995-present

Designed and produced web sites, HTML emails, print materials and other projects for clients including Business Objects, Hooked on Phonics, IDG Books, MyPrimeTime, Pacific Union Realty, and VISA. Advised on marketing strategy, created information architecture, graphics and code. Wrote appendix, procured and edited content for CD accompanying the book, *LateNight Netscape Communicator*.

Technology Coordinator, Raskob Learning Institute, Oakland, CA – 2006-present

Presented professional development workshops for teachers, parents, and staff. Increased school-wide technology integration by solving a wide variety of hardware, software and implementation issues. Modeled effective technology use for teachers and students. Researched and recommended purchases, maintained equipment, and managed outside vendors.

e-Learning Developer, Leapfrog, Inc., Emeryville, CA – Jan.-May 2007

Worked with a small team to create stand-alone, web-based training, teaching employees how to use a digital art routing system. Followed systematic instructional design process, analyzed performance needs, wrote step-by-step procedural documents and voice-over scripts. Rapidly developed video simulations to replace instructor-led training, saving time and money – conserving facilities and human resources.

Teacher/Tutor – 2004-2006

Taught 4th grade multiple subject curriculum at Hoover School in Oakland. Tutored individuals (high school) and small groups (elementary) in language arts and math. Substituted K-8 in private schools and Bay area school districts. Designed theme-based curricula and taught two sessions of summer school in Daly City. Earned teaching credential from SF State University 2004-2005.

Web Producer, University of California, Office of the President, Oakland, CA – 2003-2004

Assisted research administrators at the California Breast Cancer Research Program in organizing and managing annual scientific peer review of grant proposals. Coordinated conferences and meetings, designed print materials including posters and brochures, maintained and updated database and website, managed multiple tasks with competing deadlines.

EMPLOYMENT HISTORY (cont.)

Production Artist, Triad, Inc., Larkspur, CA – 2000-2003

Implemented front-end user interface of websites and online marketing initiatives. Edited content and coordinated database integration, facilitated communication among clients, producers, designers, and programmers. Created artwork, animations, site maps and functional prototypes. Coded and tested cross-browser/cross-platform HTML, CSS and Javascript.

Photographer, Steven Baratz Photography, San Francisco, CA – 1987-1995

Photographed people and products, in studio and on location, for magazines, art directors, graphic designers, and clients such as Bechtel, Hilton Hotels, Macworld, Newsweek and Wells-Fargo. Managed all creative services including pre- and post-production of concurrent projects, marketing, hiring and supervising subcontractors.

RELATED EXPERIENCE

Technical Editor, Department of Academic Technology, San Francisco State University – Jan.-May 2007

Edited faculty and student QuickGuides for *iLearn* – a university-wide, learning management system – standardizing layout and writing style, emphasizing clarity, brevity and consistency.

Photography Teacher, San Francisco Recreation and Parks Department – 2001-2003

Taught beginning black+white photography to adult students in a community-based program.

Photoshop Instructor, San Francisco State University, College of Extended Learning – 1998

Created and presented a two-day course in Beginning-Intermediate Photoshop.

TECHNOLOGY and TOOLS

Rapid Prototyping, e-Learning, Web and Multimedia Development

Proficient using Adobe Studio 8 – Dreamweaver/Fireworks/Flash, Captivate 2, Apple iLife and iWork Suites, Audacity, Premiere, PowerPoint, Inspiration, Visio, Acrobat, BBEdit, WebEx

Page Layout, Art and Office Applications

Proficient using Adobe Creative Suite 3 – Photoshop/ImageReady/Illustrator/InDesign, Quark, PageMaker, Microsoft Office – Word/Excel/PowerPoint, FilemakerPro

EDUCATION

- M.A. Education, Instructional Technologies, SAN FRANCISCO STATE UNIVERSITY – 2007
- Multiple Subject Teaching Credential, SAN FRANCISCO STATE UNIVERSITY
- Over 50 CEU in Multimedia Studies & Web Application Development, SF STATE UNIVERSITY
- B.F.A. in Photography, ART CENTER COLLEGE of DESIGN, Pasadena, CA
- B.A. in English, cum laude, TUFTS UNIVERSITY, Medford, MA

PROFESSIONAL AFFILIATIONS

American Society for Training and Development

Society for Technical Communication

International Society for Performance Improvement