

# Michael Oppenheimer

mike@educationprinciples.net

[www.educationPrinciples.net](http://www.educationPrinciples.net)

## Core Competencies

- Instructional Design
- Project management and team leadership
- Design and produce web-based training
- Design and produce evaluation tools
- Conduct needs assessments
- Writing/Editing for Web
- Design web style guides
- Produce original illustrations and graphics
- Design and conduct university level instruction
- Section 508 Requirements and accessibility standards

## Computer Skills

- Microsoft Windows NT, Vista, Windows 7, MS Office, MS Outlook, MS Visio, MS SharePoint 2007, MS Project
- Adobe Creative Web Suite (Photoshop, Fireworks, Flash, Illustrator, Dreamweaver, Acrobat), Captivate, Premiere
- TechSmith Camtasia, Snagit
- XMLSpy, ATG TeamSite and OpenDeploy, SiteCore, Moodle
- DHTML, XHTML, HTML, Cascading Style Sheets (CSS), XML, and JavaScript

## Employment History

### Group Health Cooperative

User Interface Developer

August 2008-January 2010

*Seattle, Washington*

Built front-end web based applications working in a cross discipline team using HTML, CSS, XSLT and JavaScript.

- Responsible for deployment of web applications developed by team.
- Produced standards compliant HTML and usability best practices.
- Taught web editors and front-end developers strategies to produce web projects that meet accessibility recommendations and guidelines.

### University of Washington, School of Medicine

Instructional Designer (freelance project)

July 2008-December 2008

*Seattle, Washington*

Collaborated with client and subject matter experts to design and produce web-based training project that would address target audience needs for timely delivery of instruction and meet demands of grant-funded project.

- Working with client produced two sets of storyboard designs that could be tested with project stakeholders and test users.

Michael Oppenheimer

- Designed wireframes and project architecture that would allow for future project expansion
- Responsible for coding of web project and worked with videographer in optimizing video to be embedded into project.
- Deployed project onto university's content management system

**King County, Department of Natural Resources & Parks**

**Journey Web Developer** (contract project)

February 2008- August 2008

*Seattle, Washington*

Performed an analysis of existing site's architecture that had multiple modules, I designed a new information structure to ensure consistency with naming and navigation.

- Overhauled outdated tables based code to semantically valid HTML code formatted with CSS.
- Collaborated with multiple project owners to develop updated content style to meet new styles guide
- Produced styles guide tutorial to be utilized by future staff.
- Conducted workshop and one-on-one tutorials teaching staff how to use new content management system (CMS).
- Successfully completed project four weeks ahead of deadline.

**Volt at Microsoft**

**Graphic Designer** (contract ended)

October 2007-December 2007

*Redmond, Washington*

Worked with subject matter experts designed and produced graphics that would demonstrate complex business processes that would be incorporated into large document.

- Project required that all graphics be designed and produced so that they could be multi-purposed for print, web and face-to-face presentations.

**Northrop Grumman Public Health Sector at Centers for Disease Control and Prevention**  
**Instructional Designer, Writer/Editor and Sr. Web Master**

September 1999-September 2007

*Atlanta, Georgia*

Worked with world's leading subject matter experts in public health as an instructional designer specializing in web delivered projects for both external and internal projects.

- Designed and conducted a series of workshops that taught subject matter experts on how to produce web-based training. These classes were inclusive of information architecture, writing style differences and the use of development tools such as FrontPage, Adobe Photoshop, Fireworks, and Dreamweaver.
- Performed writer/editor responsibilities for various web based projects.
- Mentored new communication specialists and provided guidance in use of software tools, enterprise standards, Section 508 accessibility requirements, and web design best practices.
- Recommended delivery strategies based on learner objectives.

Michael Oppenheimer

- Performed needs assessment and analysis followed by designing of storyboards and wireframes.
- Produced audio and animations for health training projects targeting client's audiences. Design and produce learner assessments.

**Arizona State University**  
**Lecturer and Graduate Lab Instructor**  
August 1997-July 1999  
*Tempe, Arizona*

Taught future teachers how to use computers, software applications and develop strategies to integrate learning technologies into lessons.

- Designed course syllabus, instructional materials, lecture notes, and course web site.
- Selected and mentored a team of seven graduate teaching assistants that followed lessons and assignments that I designed.
- As lead instructor, I consistently received highest evaluations from students that the class received in previous six years.

**MicroAge**  
**Tech-Support Call-Center Trainer**  
May 1995-August 1997  
*Tempe, Arizona*

Responsible for updating training of newly hired staff and reduce retraining that had previously been required under older training process.

- Conducted new call center employee classes teaching software-troubleshooting skills as well as how to use and support designated applications.
- Designed and develop web-based learning tools used by technical support and sales specialists.
- Executed one-on-one coaching with new employees.
- Designed updated and oversaw employee quality testing and evaluation tools to meet new contract needs.

**Arizona State University (West Campus)**  
**Sr. Student Computing Consultant**  
March 1994-May 1995  
*Phoenix, Arizona*

Developed and conducted seminars open to students teaching how to conduct research on the Internet.

- Designed and produced job-aids used by students so that they could accomplish assigned tasks for courses. These tools were considered so successful that faculty used them in computer literacy courses.
- Managed student workers at student computing center overseeing schedules, technology maintenance, and shift operations.

Michael Oppenheimer

## **Education**

### **Arizona State University**

*Tempe, Arizona*

Master of Education (Instructional Design); Division of Curriculum and Instruction; Department of Education, Media & Computers

### **Arizona State University**

*Tempe, Arizona*

Bachelor of Arts in Education (Secondary History)

## **Conferences**

### **e-Learning Institute 2001**

Hosted by Centers for Diseases Control and Prevention, *Atlanta, GA*

Instructor "Design and develop instructionally valid interactive questions for web based training."

### **Public Health Trainers' Network (PHTN) annual conference 2001**

Hosted by Centers for Disease Control and Prevention, *Atlanta, GA*

Instructor "Designing web based training." Design process and technical issues related to producing web-based training (WBT).

### **Microcomputers in Education Conference (MEC) 1999**

Hosted by Arizona State University's Education Media and Computers Dept.

Workshop Instructor: "Photoshop Basics". Taught tricks and tips to produce and edit graphics to get professional look and inspire independent learning.

- Earned award for best workshop of conference.

### **Microcomputers in Education Conference (MEC) 1998**

Hosted by Arizona State University's Education Media and Computers Dept.

Workshop Instructor: "Web Development for Teachers"