

David Greenfield

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Areas of Knowledge

- Professional with 20 plus years experience in New Media
- Instructional design and teaching
- Project management, information architecture,
- Museum content development, curriculum development for online exhibitions
- Art catalog management
- Graphic and interface design, image processing, digital photography
- Video photography and editing, digital sound editing, conversion of digital media to web format, scanning, computer animation, Macintosh network administration, technical illustration.

Education

- Pepperdine University Graduate School of Education and Psychology, Current student Ed.D., Learning Technologies. Estimated graduation June 2013
- Pepperdine University Graduate School of Education and Psychology, Masters of Art in Educational Technology, July 2007
- University of Judaism, Bachelors of Arts (with honors), Jewish History, June 1996

Computer Systems and Software

Mac OS-X, Photoshop, Dreamweaver, Freehand, Illustrator, iMovie HD, Keynote, PowerPoint, Blackboard, Moodle, Sakai, iTunes, WebTrends, MS Office, embARK, FileMaker Pro, QuickTime Pro, ProfCast, BBEdit, HTML, JavaScript, Director, Shockwave, SoundEdit Pro, Scanning and OCR programs, Sound Forge, GarageBand, Windows 2000, XP

Employment History

Instructional Technology Analyst School of Film and Television and College of Fine Arts,

Loyola Marymount University 2007-current

- Works with faculty members to improve teaching, learning and research through identification and implementation of appropriate instructional technologies (podcast, wikis, blogs, lecture capture, etc.).
- Conducts one-on-one consultations, department workshops and training sessions for department faculty.
- Acts as liaison between IT department and SFTV and CFA.
- Evaluates and prepares recommendations on curricula, instructional methods, and technologies to enhance learning and course materials.
- Co-lead for iTunes University project to develop and test and introduce podcasts into the academic environment.

Educational Technologist, Hebrew Union College 2005-2006

- Managed distant education program utilizing conference calling, web distributed content and digitized audio. Coordinated consultants for HTML and PHP coding.
- Directed a team of subject-matter experts to identify content and instructors for future courses.
- Project manager for implementing Sakai CMS for professors and instructors for use in three national campuses.
- Graphic design and production of additional web pages, as well as print projects developed by the National Department for Distance Education.

Art Cataloger 2004-Current

- Installed, implemented and customized embARK, a museum collection management software.
- Photographed, identified and cataloged private Judaica collection of over 1,200 objects, including tapestries, silver, wood and ceramic items.
- Accessed bi-lingual library and web sites to identify objects, artists and media to properly identify and catalog objects.
- Coordinated communications with curators, subject matter experts, dealers and educators across 3 continents and multiple time zones.
- Created detailed reports to send to experts to assist with content identification.

New Media Coordinator, Skirball Cultural Center 1998-2003

- Designed and created a user friendly web site to showcase the unique programs, exhibitions, facilities and attributes of the Skirball Cultural Center.
- Produced virtual exhibitions for the web site and kiosks for the permanent collection
- Developed a computer resource center to provide high-speed Internet access to visitors and researchers.
- Utilized WebTrends to assess and evaluate web-users experience to improve site quality.
- Management responsibilities included budgeting, planning recruiting, training and motivating staff of 15 (3 fulltime, 12 part time volunteers).
- Established 5-year development plan, strategic alliances, partnerships and collaborations with other institutions.

Digital Archivist, Digital Domain 1996 - 1997

- Back up and restoration of digital data across large network, transfer of digital images from and to video and UNIX.
- Part of a team tasked with creating a digital catalog to be simultaneously used by multiple digital artists, technical producers and programmers.
- Coordinated multiple computers, spread across a broad network to share resources and processes.

Art Director, Walker Interactive Systems 1992

- Designed computer based training system (CBT) to teach end-users how to use mainframe financial and accounting packages.
- Collaborated with subject matter experts, programmers and instructional designers.
- Designed computer interface, storyboards, illustrations and animations on a Mac for the PC to emulate an IBM mainframe system.

Graphic Designer, Brown, Vence & Associates, Environmental Engineers 1990-92

- Designed and produced presentation graphics, corporate reports utilizing overhead color transparencies, computer animation, 35mm slides, presentation boards, technical illustrations, charts, maps, graphs.

Consulting Work 1981-present

- Successfully produce customized web sites for over 30 institutions and companies.
- Assist clients to develop image and conceptual branding.
- For print: Design and produce a variety of graphic design products including signage, posters, newsletters, logos, etc.

Professional Activities

Co-presenter, EDUCAUSE Western Regional Conference 2009

- “Web 2.0: Create, Share, Learn”. Presented with David Scozzaro, Instructional Technology Analyst, Loyola Marymount University.

Respondent, Comparative Drama Conference, 2009.

- *Reframing the lens on stage and screen: Old and new media approaches to mediated theatres, from Shakespeare on BBC2 to Performances in “Second Life”* presented by Dr. Lizbeth Goodman.

Respondent, Dance as Social Action, Loyola Marymount University, 2009.

- *Memory, Performance, and the Holocaust* presented by Kristen Smiarowski.

Presenter, PeaceJam, 2008.

- *Creating Global Communities with Web 2.0*

Judge, *Best of the Web Competition*, Museums and the Web Conference 2005, 2006, 2007, 2008, 2009

- Participated with group of international judges evaluating museum websites based on specific criteria- Quality, Relevance, Technology, Accessibility, and “Webness”. Focus on Best Educational sites and overall Best of the Web.

Co-chair, *Best of the Web Competition*, Museums and the Web Conference 2004, 2003

- Successfully coordinated a team of 14 international judges via the web, to evaluate over 120 museum related web sites divided into six categories.
- Distance managed technical administrators to modify online evaluation tools to assist and expedite the judges’ reviews.

Lecturer, University of Judaism 2001-02.

- *Fundamentals and Applications of New Media*: Created and taught a curriculum using print material, video and computer based media (web, games, etc) to analyze and evaluate the complex relationships between media, commerce and society.
- *Web Design and Production*: Developed materials and curriculum and taught basic web design production skills to undergraduate college students with an emphasis on pre-production organization, information architecture, and hand coding.

Workshops, Museums and the Web Conference

- 2008- *YouTube to MuseTube- Now that we have Web 2.0 tools, how do we use them?* to SRO audience.
- 2002- *Small Shop, Big Site*. Workshop goal was to teach museum professionals how individuals or small teams can successfully create partnerships by effectively utilizing workflow models to create a large web presence.
- Received overwhelming positive feedback from the participants on the timeliness and usefulness of both workshops

Paper, Museums and the Web Conference 2000

- *Contextual Links and Non-Linear Narrative*. Paper reported on project that explored innovative methods for using the web to create new forms of collaboration and content sharing between geographically distant locations. Paper published in conference journal.

Prizes and Awards

- 2007 Award for Excellence, *Society for Technical Communication* for publication *Jewish Holiday Origami*, Stern, J. and Greenfield, D., Dover Publications, New York, 2006. Original photography of examples of origami

- Artist-in-Residence, Hilai Center for the Creative Arts, Ma'alot Tarshiha, Israel 1988
- "Photography Instructors Show"- Second Place, Experimental Photography. 1972. Work chosen to represent the U.S.A. in an international traveling exhibition, "Sister Cities in Focus".

Relevant Experiences

- 1973-1977 - Lived on Kibbutz Tirat Tzvi, Israel. Jobs included tractor driver, manager carrot processing plant.
- 1975-1977- Sergeant, Golani Brigade, Israel Defense Force

Media

ARTS, Winter 1993. Sacrifices of Abraham art exhibition review.

San Jose Mercury News, June 12, 1990. Art exhibition review.

San Jose Metro, May 17, 1990, "Two Worlds". Newspaper interview.

KALX-FM, Berkeley, Calif.. Jan. 23, 1989; "Dialogues-An interview with a San Francisco Artist".

Northern California Jewish Bulletin, Oct. 28, 1988; "Artist works with youth in Israel". Article.

San Francisco Bay Guardian, Sept. 21, 1988; "Art and Politics" Article.

Northern California Jewish Bulletin, Sept. 27, 1987; "Artist Chosen for Art Project in Israel". Article.

Ha-Olam Ha Zeh ("This World"), Israeli monthly magazine, June 18, 1980; "Salvation with a Paintbrush".