Deborah Cohen, PhD
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HIGHLIGHTS OF QUALIFICATIONS

- Over 20 years' experience as an instructional designer, project manager, and developer of complex, blended training solutions delivered via interactive multimedia, online, broadcast, and print platforms
- Nationally award winning educational television producer
- Successful track record bringing projects in on schedule and on budget
- Demonstrated competence in working as project manager leading teams of training professionals
- Strong background in collaborating with subject matter experts
- Skill in conducting training needs assessments and formative and summative evaluations
- Proven track record coordinating focus groups and conducting usability testing
- Successful experience managing external contractors and vendors
- PhD in Computing Technology in Education specializing in educational multimedia and online learning

WORK HISTORY

1983 – Present   *Freelance instructional designer and project manager. Have successfully designed, developed, and led numerous educational media projects for corporations, museums, public television and colleges.*

Have consulted and successfully implemented numerous educational initiatives utilizing a variety of delivery methods including distance learning, media-rich interactive/online, simulation, broadcast, face-to-face, print, and blended training. Clients have included Intel, ADP, PGE, the Oregon Graduate Institute, the Portland Art Museum and Weyerhaeuser.

As a project manager, have managed complex, enterprise-wide projects and led cross-functional, collaborative teams. Have conducted training needs assessments and course evaluations in addition to human factors research and usability testing. Have consulted with and coached educators and corporate staff in developing online learning teaching, instructional design and technology integration skills. Have planned and implemented learning management systems (LMSs) and associated tools. Have developed and overseen budgets and schedules. Have managed vendor relationships.

Additional Employment 1983 - Present

2005   *Part-time Instructional Design Faculty and Consultant, Department of Distance Learning, Clackamas Community College. Designed and taught "Instructional Design for the Online Learning Environment" course for faculty and consulted with individual faculty members on pedagogical issues related to teaching with technology.*

2003   *Adjunct Instructor, Instructional Technology and Telecommunications Department, Western Illinois University. Developed and taught online graduate course, "Management of Instructional Technology".*

2001   *Project managed and conducted American research in support of the "Report on the Status of American Online Engineering Education" for PolyNova Systemes, Paris France, (May 2001). Commissioned by the French Government and a Consortium of French Engineering Colleges.*

1999 - 2000   *Senior Course Designer/Project Manager, Cenquest. Designed and developed college online learning courses, leading development team of multimedia professionals and collaborating with and coaching instructors in online teaching techniques. Oversaw quality control.*

Developed numerous online, interactive learning modules, including games.

Prior to 1983: *Worked at Portland General Electric Company as a Data Services Technical Writer and Training Specialist for three years and taught diverse community college populations in Baltimore, Maryland for three years.*

Project Manager of Over 75 Blended Training Projects Including:

- Project Leader, Instructional Design Consultant and DVD and streaming video scriptwriter for online learning courses and related media assets in the Portland Community College Medical Laboratory Technician and Gerontology departments (January – July 2006). This project was sponsored by PCC Distance Learning and funded by a Northwest Health Foundation Grant.
- Consultant, Project Manager, Intel ISMC Virtual Conference, November 2002 – January 2003. Two-Phase project. In first phase, developed organizational processes and training to prepare to produce approximately 200 eLearning courses. In 2nd phase, led project team in working with Intel developers to produce approximately 65 eLearning courses.
- Project leader, instructional designer and writer for web based Orientation to Online Learning for Portland Community College, June 2001 – February 2002. Led team in developing program containing numerous Flash and HTML tutorials, self assessment exercises and interactive materials and later enhancements.
- Project leader, instructional designer and editor for online course, "Introduction to the Internet", for Portland Community College, June 2001– February 2002. Led instructor/artist/programmer team to revise existing course, upgrading instructional design and look and feel and incorporating Flash tutorials and interactive exercises and later enhancements.
- Developed and moderated two short online courses, "Your Transition to Online Teaching" and "Jazz Appreciation" for Nova Southeastern University, April- May 2001 and October – November 2000. Designed curriculum and moderated asynchronous discussion threads and chat session.
- Independent PowerPoint course, "Learn To Chant", July – October 2000. Course designer, writer and PowerPoint developer for prototype of media rich original CDROM project now ready for programming and production.
- Project manager of multimedia, online, interactive courses at Cenquest. Adapted traditional graduate school courses from the Oregon Graduate Institute and the University of Texas at Austin for online delivery. Project managed team of designers, programmers, video production crew, graphic artists and content experts, meeting tight deadlines. Researched content and wrote instructional material. Designed information delivery and navigation strategies and formulated creative concepts. Taught instructors online teaching skills and strategies. Communicated with clients (June 1999 through March 2000).
- Designed, developed and coordinated the delivery of numerous courses, including several online, interactive courses and a digital video CDROM, while contracting for over a year as an instructional designer in the ESG Quality Department at Intel, which gained a division-wide reputation for excellent training during that time.
  - Assessed client needs.
  - Created training materials.
  - Oversaw and coordinated the work of many people including subject matter experts, review team members, assorted writers and artists.
  - Worked on collaborative teams.
  - Oversaw contractors and vendors.
  - Coached instructors in training techniques.
- Designed, coordinated and coordinated usability testing with middle schoolers and their teachers to test the effectiveness of a CD-ROM for client, Portland Art Museum.
- Developed content and produced multimedia elements for several educational interactive displays for the Washington State History Museum.
- Project managed a two-year corporate training project at Weyerhaeuser that successfully met mission of teaching maintenance personnel about mill-wide operations. Conceptualized and implemented program.
  - Assessed client needs.
  - Wrote materials.

- Scheduled, budgeted and oversaw work done by writing, graphics, animation and video team, including in-house staff and subcontractors.
- Developed and maintained training program as a Documentation and Training Specialist at Portland General Electric Company, developing numerous print, computer based, video and mixed media projects. Highlights included developing:
  - A four-part video training series with accompanying quizzes (wrote, produced and directed).
  - Standup training to teach computer literacy to upper management.
  - Administering and authoring with the corporate Computer Based Training System, developing CBT courses and liasoning with vendor to troubleshoot company wide user software problems.

Producer/Director/Scriptwriter of Over 35 Educational Video and Multimedia Productions Including:

- As director, writer and produce, held primary creative and management responsibility for a nationally distributed, nationally award winning independent documentary from start to finish. Program won a Bronze Apple in 1991 National Educational Film and Video Festival and Honorable Mention in Northwest Film and Video Festival, was featured on national PBS series American Pie and aired on numerous PBS stations.
  - Researched and wrote script.
  - Directed field and studio shoots and audio recordings.
  - Recruited and supervised all subcontractors and personnel.
  - Oversaw editing.
  - Consulted with expert scholars.
  - Researched and wrote proposals to procure funding, managed funder relations, wrote final reports.
  - Developed and tracked budget and schedule.
  - Coordinated and directed shoots including subjects, equipment, personnel and sites, coordinated post production logistics, and oversaw post production.
  - Managed distribution: found an educational distributor, self distributed to PBS, and developed promotional literature.
- Scripted several Flash animations as project leader/instructional designer/writer at Portland Community College (described above).
- As course designer, scripted video elements and oversaw taping of professors for courses at Cenquest (described above).
- At Intel Corporation, wrote and produced digital video segments for training CDROM (described above).
- National Finalist for Independent Television Service grant for documentary on chemical injury.
- For a year, taught three middle school Talented and Gifted video classes for Multnomah ESD.
- Produced proceedings of conferences of the Chemical Injury Research Foundation, the National Institute for Health Conference on Gulf War Syndrome and the federal Agency for Toxic Substances and Disease Registry. Assembled crews, coordinated equipment and did scheduling, developed and oversaw budget, directed shoots, and edited tapes.
- Wrote proposal and developed treatments, production plans and budgets for several multimedia projects, securing the projects for Satterwhite Design.
- Provided research and scripting services to producers and production companies including VisionWorks, Judy Mann , Dave Decker and LTR Enterprises.
- Senior Producer of four-part computer based simulation, interactive video series for the Occupational and Physical Therapy departments at the University of Puget Sound.
- Intern Producer, OPB (full time January – April 1984). Compiled calendar, assisted producers with teleconferences and public affairs segments and wrote, directed and produced two twelve minute public affairs feature segments.
- Folk art Producer, Artscene, Rogers Cablesystems (1983). Wrote, directed and produced weekly segments.
- Project manager, director, writer, Portland General Electric Company, Data Services Department (1982). Produced an integrated four-part video and print educational series to teach employees company wide to use the corporate computer (Described above).

Writer and Editor of over 75 Blended Communication Projects Including:

- Lead editor, IT-Flex, Intel Corporation, August – December 2003. Scheduled projects, interfaced with clients, and managed editing department. Hired and oversaw contractors. Edited numerous print and online documents for internal Intel advertising agency.
- Consultant, Writer/Editor, Intel ISMC Virtual Conference, November 2002 – January 2003. Edited workbooks for Intel *Trainer of Choice* Series. Also wrote training manuals to prepare staff to produce approximately 200 online courses. Edited materials of Intel developers while producing approximately 65 online courses.
- Wrote web-based Orientation to Online Learning for Portland Community College, June – September 2001 (www.distance.pcc.edu/orientation).
- Edited online course, "Introduction to the Internet", for Portland Community College, June – September 2001.
- Cenquest (formerly Amicus Interactive), June 1999 – March 2000. Wrote and edited materials for the following courses: "Issues in R & D management" (Oregon Graduate Institute), "Building Effective Organizations in Science and Technology" (Oregon Graduate Institute), and "Knowledge/Technology Transfer" (University of Texas at Austin). Edited copy for a game, the "New Product Development Simulation" for OGI's "Principles and Trends in Technology Management".
- "Productization Procedure Training", ESG Process Quality, Intel, June - August 1997. Wrote PowerPoint presentation delivered by instructor and student manuals, instructor manual, and evaluation forms.
- "Qualification Specification Training", ESG Process Quality, Intel, November 1996 – April 1997. Wrote PowerPoint presentation delivered by instructor and student manuals, instructor manual, quizzes and exercises and evaluation forms.
- "Product Life Cycle Training", ESG Process Quality, Intel April – June 1997. Edited all class materials.
- "Root Cause Analysis", ESG Process Quality, Intel, February – March 1997. Wrote Needs Assessment, proposal and preliminary design of course.
- "Process Corrective and Preventive Action", ESG Process Quality, Intel, September – December 1996.
- "Quality System Implementation Training", ESG Process Quality, Intel, July – August 1996. Wrote PowerPoint presentation delivered by instructor and student manuals, instructor manual, quizzes and exercises, evaluation forms and materials for computer lab.
- Washington State History Museum, client of New Media Magic, 1995/1996. Wrote content for an educational interactive display.
- "Mill-wide Operations for Journeymen" at Weyerhaeuser Springfield Plant. Wasser Communications, Seattle, Washington, April 1991 – October 1993. Project leader, instructional designer, writer, editor. Developed training program at Weyerhaeuser Springfield Mill to train journeymen in mill-wide operations. Supervised writing, graphics and production staff and liasoned with clients regarding their needs. Wrote and edited a reference manual and class workbook, then documented the course for other instructors to teach.
- Symmetry 2000 Monitor", self-paced module, fall 1990, Sequent Computer Systems. Edited and updated print module for use with new system.
- "INTRAIN USERS GUIDE", ADP June 1986. Researched and wrote manual and supervised artwork to document computer system used by ADP trainers for class preparation. Provided editorial consultation on text in online displays.
- "CBT USERS GUIDE", ADP, spring 1986. Researched and wrote manual, supervised artwork, coordinated review process and manual production for manual for users of ADP's computer based training class.
- "CBT REFERENCE GUIDE", ADP, spring 1986. Researched and wrote manual, supervised artwork, coordinated review process and manual production for manual for ADP employees who support ADP's computer based training classes.
- "MICRO 2000 Viewers Guide", viewers booklet used in conjunction with video class, spring 1986, ADP. Wrote a preview summary and questions and answers for each of the training videotape's six modules.

- "Employee Coaching", pamphlet and additional case studies, summer 1985, PGE. Edited manual and supervised artwork and manual production for class teaching techniques to obtain desired employee performance. Wrote case studies for use as exercises in class. Documented class proceedings.
- "Human Resources SAS Manual" and accompanying exercises and curriculum outline, January 1985, PGE. Edited and wrote new material for existing material on SAS software system. Developed exercises and curriculum outline.
- "Introduction to the IDEA 1000", Mentor Graphics, November 1983. Edited existing material and wrote several new chapters for textbook on computer aided engineering tools.
- "Introduction to VSPC", Data Services Dept., PGE, 1982. Wrote a four-part video training series with accompanying print materials including quizzes measuring knowledge acquisition.
- "Training Materials for Documentation Writer", spring 1982, PGE. Wrote and edited handbook.

EDUCATION
Ph.D., Computing Technology in Education, Nova Southeastern University, September, 2005. Dissertation: *The Online Resource Selection Instructional Design Script: ORSIDS.* Courses included Course Development, Human Computer Interaction, Online Learning Environments, Instructional Delivery Systems, Database Educational Systems, Telecommunications, Research Methodology, Independent Study in Educational Program Evaluation, Independent Study in Online Moderating Techniques. Educational Specialist degree, Computing Technology in Education, Nova Southeastern University (2002). MA, Drama, New York University, 1976. Thesis: a theatrical production of *The Waves* by Virginia Woolf. BA, (Honors) English, Reed College, 1973. Thesis: Theatrical Allusion in *King Lear.* Voice Major, High School of Music and Art.

HONORS
Commendation for excellent curriculum design, Intel Corporation, 1996; Bronze Apple, 1991 National Educational Film and Video Festival; Honorable Mention, 1991 Northwest Film and Video Festival; video production grants from the National Endowment for the Arts among others. Grant from the Corporation for Public Broadcasting to attend 1992 Input, International Television conference; two professional development grants from the Regional Arts Commission.

RECENT PRESENTATIONS
- Society for Information Technology and Teacher Education international conference, *Practicing the Skills of Online Communication* (3/2001)
- Portland Multimedia/Internet Developers Group, *The Use of Multimedia in On-line Training* (6/2001)
- Society for Applied Learning Technology conference, *The Role of Individual Differences in Adapting to Teaching Online* (7/2001)
- ACM SIGUCCS Conference, Poster Session on *Transitioning to Teaching Online: Factors That Can Help or Hinder the Process* (10/2001).
- *Teaching Jazz appreciation Online: An Examination of Instructional Design and Online Moderating Techniques*, international Technological Directions in Music Learning Conference (1/2002)
- *Factors that Can Assist Instructors in Adapting to Teaching Online,* Horizon Live Desktop series (2/2002)
- *Online Moderating Techniques,* New Media Special Interest Group, ASTD Cascadia Chapter (4/2002)
- Association for Educational Communications and Technology International Conference, Co-presented *Developing a Community of Practice Across Face to Face Undergraduate and Online Graduate Courses* (10/2003)
- AACE ED-MEDIA 2004 – World Conference on Educational Multimedia, Hypermedia and Telecommunications, *Development of a Multimedia Selection Tool for Online Faculty, Poster Session,* (6/2004).
- 21st Annual Conference on Distance Teaching and Learning, Madison, Wisconsin, Pre-conference workshop, *Finding Effective Learning Objects and Online Resources for Online Classes* (8/2005).
- AACE ED-MEDIA 2006 – World Conference on Educational Multimedia, Hypermedia and Telecommunications, *The Online Resource Selection Instructional Design Script (ORSIDS)*, Brief Paper, New Development (6/2006).
- Portland Social Media Group. Panelist on internet-based video (4/2007).
- Northwest Education Cluster. Panelist on grants for educational projects (5/2007).

RECENT PUBLICATIONS

- *The Role of Individual Differences in Adapting to Teaching Online: A Beginning Inquiry*, Proceedings of the Society for Applied Learning Technology's Education Technology 2001 Conference (7/2001)
- *Transitioning to Teaching Online: Factors That Can Help or Hinder the Process*, Proceedings of the ACM SIGUCCS Conference (10/2001).
- *The Role of Individual Differences in the Successful Transition to Online Teaching*, Journal of Instructional Delivery Systems, Volume 15, Number 3, Summer 2001.
- *Book Review: Sustaining Distance Training: Integrating Learning Technologies into the Fabric of the Enterprise by Zane Berge*, Journal of Instructional Delivery Systems (Volume 15, Number 4, Fall 2001)
- *Teaching Jazz Appreciation Online: an Examination of Course Design and Online Moderating Technique,* Proceedings of the 2002 Technological Directions in Music Conference. TDML eJournal*, 2002* can be accessed at http:music.utsa.edu/tdml/conf-IX/IX-Cohen.html.
- *Developing a Community of Practice Across Face to Face Undergraduate and Online Graduate Courses,* co-authored with Dr. Hoyet Hemphill, Proceedings of 2003 Association for Educational Communications and Technology International Conference.
- *The Online Resource Selection Instructional Design Script (ORSIDS)*, Proceedings of the AACE ED-MEDIA 2006 World Conference on Educational Multimedia, Hypermedia and Telecommunications.

Recent Service

Peer reviewer for book, **Learning Objects for Instruction: Design and Evaluation** edited by Dr. Pam Northrup, 2006. Reviewer of presentation abstracts for the Multimedia Division of the AECT 2006 Conference. Facilitator at 2006 AACE ED-MEDIA World Conference on Educational Multimedia, Hypermedia and Telecommunications. Judge for the 2005 and 2004 PacifiCorp Instructional Design and Development Award Competition. Facilitator at 2004 AACE ED-MEDIA World Conference on Educational Multimedia, Hypermedia and Telecommunications. Moderator at 2004 and 2003 Association of Educational Communications and Technology (AECT) Conferences. Program Committee of the Association of Internet Researchers 2003 Conference. Student volunteer, 2003 IEEE/ACM Digital Libraries Conference. Reviewer of presentation abstracts for the Performance and Instruction Division of the AECT 2003 Conference. Initiated student film program at Nova Southeastern University, 2002 and presented entertainment at student/faculty reception Nova Southeastern University, 2001. Presented concerts in schools and weekly community jazz concerts to diverse audiences for Ethos, Inc., 2000-2001.