

**David Greenfield**  
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### **Areas of Knowledge, Expertise and Skills**

- Computer professional with over 15 years experience
- Proven leadership and management skills
- Innovative and creative thinker
- Excellent communication and interpersonal skills
- Active listening and problem solving skills
- Maintains high standards of professional and personal ethics
- Background in successfully building and maintaining relationships with broad range of constituents
- Ability to multi-task
- Posses a rapid learning curve for technology, professional development and academic topics
- Willingness to pursue continuing education
- Ability to focus on details while retaining broad view of issues
- Practical understanding of curriculum development and instructional design
- Training in development and implementation of technology programs
- Expertise in web, new media and interactive design, content development and information architecture
- Accomplished graphic designer
- Digital and traditional photography and image processing

### **Education**

- 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

### **Relevant Experience**

#### ***Web Site Consultant***

*National Museum of Mongolia, 2007*

- Consulting for the website of the Mongolian National Museum.
- Currently in discovery stage of asking questions to evaluate mission, goal, existing content and design
- Will provide recommendations for content, design, interface, interactivity, budget, software and languages to be used.

#### ***Educational Technologist***

*Hebrew Union College, Los Angeles CA, 2005-2006*

- 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.
- Managed distant education program utilizing conference calling, web distributed content and digitized audio. Coordinated consultants for HTML and PHP coding.
- Graphic design and production of additional web pages, as well as print projects developed by the National Department for Distance Education.

#### ***Art Cataloger***

*Private Art Collector, Santa Monica CA, 2004-2006*

- Coordinated communications with curators, subject matter experts, dealers and educators across 3 continents and multiple time zones.
- Installed, implemented and customized embARK, a museum collection management application.
- Photographed, identified and cataloged private Judaica collection of over 1,200 objects.
- Created detailed reports to send to experts to assist with content identification.

### ***New Media Coordinator***

*Skirball Cultural Center, Los Angeles CA, 1998-2003*

- 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.
- Developed an internal partnership with 11 department directors to develop content for the Skirball web site and then used this content to design and implemented 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.
- Initiated innovative collaboration with Japanese American National Museum using the web to illustrate personal narratives that highlight multi-cultural relationships in the city of Los Angeles.
- 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.

### ***Digital Archivist***

*Digital Domain, Venice CA, 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, San Francisco CA, 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, San Francisco CA 1990-92*

- Worked with engineers and planners to design and produce presentation graphics, corporate reports utilizing overhead color transparencies, computer animation, 35mm slides, presentation boards, technical illustrations, charts, maps, graphs.
- Successfully developed and implemented graphic standards and style sheets for all visual materials used for publications and presentations.

### ***Private Consulting Work, 1981-present***

- Successfully developed, designed and produced over 25 customized web sites for institutions and companies.
- Assists clients in development of content, images and branding.
- For print: Design and produce a variety of graphic design products including signage, posters, newsletters, logos, etc.

## **Professional Experience**

### ***Lecturer***

*University of Judaism, Los Angeles CA, 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.

### ***Artist-in-Residence***

*Hilai Center for the Creative Arts, Ma'alot Tarshiha, Israel, 1988*

- Using the creation of public art as the goal, I developed a program in Northern Israel that brought together Jewish, Christian, Moslem and Druze children from neighboring villages. During a 5-week period, children from the different villages were introduced to each other's cultures and communities by visiting schools, homes and places of worship. Each visit culminated with a collaborative art project that allowed the children to learn, work, and play together. For the final visit, all of the complete work was assembled on a large banner that was placed on the wall of the largest school in the area.

## **Professional Affiliations**

### **Museums and the Web Conference**

#### ***Event Judge***

**Best of the Web Competition**, 2005, 2006, 2007

- Participated in group of international judges evaluating museum websites based on specific criteria- Quality, Relevance, Technology, Accessibility, and "Webness"
- Focus on Best Educational, Innovative, Online Exhibition sites as well as overall Best of the Web

#### ***Event Co-chair***

**Best of the Web Competition**, 2002, 2003, 2004

- 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.

#### ***Workshop Given***

**Small Shop, Big Site**, 2002

- 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 usefulness of the workshop.

#### ***Paper Presented***

**Contextual Links and Non-Linear Narrative**, 2000

- 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. Published in conference journal.

## **Honors and Awards**

### **Award for Excellence**

*Society for Technical Communication*, 2007

Contributed principal photography for *Jewish Holiday Origami*, by Joel Stern (author and designer) and David Greenfield (photographer), published by Dover Publications, New York,

### **Second Place, Experimental Photography.**

*Photography Instructors Show*, Los Angeles CA, 1972

Photograph exhibited in Los Angeles Museum of Science and Industry and chosen to represent the U.S.A. in an international traveling exhibition "Sister Cities in Focus".

### **Publications and Radio Interviews**

*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".

### **Computer Proficiencies**

Mac OS-X, Windows, Photoshop, Dreamweaver, PowerPoint, Keynote, Director, Shockwave, Freehand, Illustrator, WebTrends, MS Office Suite, Pod casting, RSS, QuickTime, BlackBoard, TappedIn, Wikipedia, E-folios, FileMaker Pro, MediaCleaner, BBEdit, HTML, JavaScript, embARK, Premier, multiple scanning and OCR programs, Sound Forge, GarageBand.