

David Greenfield

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New Media Coordinator

Skirball Cultural Center

1998-present

Conceived of and produced a user friendly web site as an environment to showcase the unique programs, exhibitions, facilities and attributes of the Skirball Cultural Center (<http://www.skirball.org>). The site is recognized by public and private as a usable, in-depth site that captures the essence of the Skirball Cultural Center. Developed a computer resource center to provide high speed Internet access, virtual exhibits and CD-ROMs to visitors and researchers. Design and develop all components of the Skirball Cultural Center web site, including graphic design, interface design, image processing, adding photography. Originate and produce site-specific web-based content appropriate to the goals and mission of the center. Analyze and evaluate web-users to increase and improve visitors' experience. Create yearly budget (and 5-year development plan) to evaluate and choose appropriate technology (public access computers, workstations, etc.). Recruit and train staff -conferencing, etc) with External Affairs, Education, Curatorial, Special Events and Museum departments. Establish strategic alliances, partnerships and collaborations with other cultural institutions, art museums, universities and libraries

Digital Archivist

1996 - 1997

Digital Domain

Back-up and restoration of digital data across large network onto and from various media including exabyte, metrum, dlt and DST tapes using UNIX tools (both standard and proprietary). Transfer of digital images from video to UNIX. Film credits include "Titanic," "Michael Jackson's Ghosts." Other projects include "The Fifth Element," "Dante's Peak," "Chain Reaction." Commercials include Durecell Batteries, Dodge Ram, Chevy Blazer, Dodge Neon and Miller Beer

Art Director

1992

Walker Interactive Systems

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

Graphic Designer

1990-92

Brown, Vence & Associates, Environmental Engineers

Worked with mechanical engineers, waste management and urban planners to produce government and public documents about recycling, efficient energy and lighting management. Designed and produced presentation graphics utilizing overhead color transparencies, computer animation, 35mm slides, and presentation boards. Production of technical illustrations, charts, maps and graphs, corporate reports and covers. Administered Macintosh computer network

Consulting Work

1981-present

Successfully produce customized web sites within a constrained budget, which effectively positions the company/individual. Meet with the client to identify, evaluate and assess needs and define attainable goals and objectives for the web site. Develop comprehensive architecture and component list for producing the web site. Compile and edit content and media. Test site and reevaluate client's goals and objectives. Launch site. Design and produce a variety of graphic design products including signage, posters, newsletters, logos, etc. Example sites and work available upon request.

Professional Activities

Co-chaired, Best of the Web Competition

Museums and the Web Conference

2003

Taught

University of Judaism

2001-02

Fundamentals and Applications of New Media; Web Design and Production

Created Workshop

Museums and the Web Conference

2002

"Small Shop, Big Site": Workshop. Creating internal partnerships, implementing effective workflow models and acquiring proper tools for successful site development.

Delivered Paper

Museums and the Web Conference

2000

"Contextual Links and Non-Linear Narrative": Paper. Published in conference journal and web site (<http://www.archimuse.com/mw2000/papers/greenfield/greenfield.html>)

Served as Artist-in-Residence

HILAI Center for the Creative Arts, Ma'alot, Israel

1988

Created PR, researched and wrote grants to teach and do community art projects with Jewish and Arab children and youth from local towns and villages in northern Israel.

Demonstrated Computer Proficiency

Photoshop, HTML, BBEdit, DreamWeaver, Freehand, JavaScript, Macromedia Director, WebTrends, QuickTime, Shockwave, Flash, Premiere, DeBabelizer, Media Cleaner Pro, Authorware for Macintosh and Windows, MS Word, UNIX

Education

B.A., History (with honors), University of Judaism

1993-96

Fine Art studies, UC Santa Cruz

1979-81

Liberal Arts studies, UCLA

1973