



# Maxine Ferman, M.Ed.

:// instructional design : project management : training : web/ graphic design : digital art/photography

## Skills

**Adobe CS:** Acrobat, Captivate, Connect, Dreamweaver, Fireworks, Illustrator, InDesign, Photoshop

**Languages:** CSS, HTML, HTML5/CSS3

**Web:** UX, IA, SEO, 508, W3C Standards

**CMS:** Wordpress, Drupal (intro)

**Microsoft:** Excel, LiveMeeting, Outlook, PowerPoint, Word, Visio

**OS:** Mac, PC

## Education

M.Ed. Adult Education – University of Missouri (Educational Technology/Instructional Design)

B.S. Journalism – University of Kansas (Broadcast, Radio/TV/Film)

## Additional Education

[WordCamp](#) '08, '10, '11  
– San Francisco, CA

[DrupalCon](#) '10  
– San Francisco, CA

ASP, PHP, SEO, JavaScript '10  
– [AcademyX](#) - San Francisco, CA

[Craigslis BootCamp](#) '06, '07, '08, '09  
– Berkeley, CA

MOUS Certified '00

A+ Certification '00

## Faculty Positions

[AcademyX](#) '01 - '02 & '07 - present  
– San Francisco, CA

[National Youth Leadership Forum on Technology \(NYLF\)](#) Summer '05  
– San Jose, CA

[UC Berkeley Extension](#) Fall '00 - '04

[Jewish Vocational Services \(JVS\)](#) Summer '04  
Real Employment Assistance and Classroom Help (REACH)  
– San Francisco, California

[San Francisco State University](#)  
– [Information Technology Program](#) '99 - '02  
**Excellent Instructor Award** May 2001

[In– HouseProductions](#) '98 - '02  
– San Ramon, CA

[LearnIT! Computer Training](#) '98 - '01  
– San Francisco, CA

[City College](#) Fall '00  
– San Francisco, CA

[Fontbonne University](#) '92 – '95  
– St. Louis, MO

[Regional Consortium of Educational Technology](#) (RCET) '89 - '92  
– St. Louis, MO

[American Youth Foundation, National Leadership Conference](#) '89 - '91

## Web Designer

- Thorough understanding of best practices in web design and layout conventions, including User Interface (UI) User Experience (UX), Information Architecture (IA), Search Engine Optimization (SEO), 508 compliance, W3C Standards.
- Create prototypes, process flows, wireframes, and mockups to effectively conceptualize and communicate detailed interaction behaviors.
- In-depth knowledge of typography, page/screen layout, composition and color theory.
- Understanding of the web and associated technologies.
- Very strong technical writing, editing and proofing skills.
- Attention to detail, flexibility and the ability to multi-task and meet deadlines.
- Effectively manage and coordinate projects and work in a fast-paced environment with corporations and academic institutions.
- Technical Trainer, Instructional Designer and Curriculum Developer 20+ years Experience

## Experience

### [Challenge Training](#) – San Francisco, CA '11 – present

#### *Contract Technical Instructor*

- Contract trainer hired to deliver the following instructor led training: Roche Molecular Diagnostics, Win'7/ Office 2010 migration. Genentech, South San Francisco, RAPID document management system. Genentech, South San Francisco, TouchPoint - pending Sept 2011.

### [AcademyX](#) – San Francisco, California '01– '02 and '07 – present

#### *Contract Technical Instructor / Curriculum Developer*

- Design and deliver more than 50 customized or Authorized Training Center (ATC) courses in information and communications technology (ICT) including desktop applications and company specific software.
- Introductory thru Advanced classes in Web Design, HTML, CSS; Adobe Creative Suite: Dreamweaver, Fireworks, Illustrator, Photoshop; MS Office '03- '10: Excel, Outlook, PowerPoint, Word; Custom Courses and Webinars
- Onsite: UC Berkeley - CALPACT, UC Berkeley - Haas School of Business, UC Office of the President, UC Santa Cruz, UC San Francisco, Hitachi America, D Magazine

### [Max– Inc.com](#) – San Francisco, California 1990 to present

#### *Owner: Instructor, Instructional Designer, Web Designer, Project Manager*

- Provide independent web development and graphic design services to individuals and business.
- Developed Project Management Methodology for Client Support: [Website Design and Implementation Process](#).
- Designed and developed a [Web Design Training and Resources](#) website for my students to help them find tools and techniques to develop and manage their web projects well beyond the classroom.
- Web Site Design and Management, Information Architect, W3C standards, Section 508 Compliance.
- Design and deliver customized or Authorized Training Center (ATC) courses in information and communications technology including desktop applications and company– specific software.
- Introductory thru Advanced classes in Web Design, HTML, CSS, Adobe Dreamweaver, Illustrator, Photoshop, Fireworks, MS Office '03- '10, Networking, A+, Custom Courses and Webinars.

### [Literacyworks](#) – Oakland, California 2005 to 2010

#### *Director of Educational Technology / Art Director*

– Shelby, MI

## Websites

[Max's Web Design Training](#) (2010) Wordpress  
[Max-Inc.com Client Services](#) (2010) HTML5/Css3  
[Health Literacy Summit](#) (2009)  
[Learner's Lives as Curriculum](#) (2008)  
[San Diego WebQuest](#) (2008)  
[San Francisco Dykes on Bikes®](#) (2008) archived  
[Literacy Network of Greater LA](#) (2007) Wordpress  
[Health Literacy Network](#) (2007)  
[Borntodrum.org](#) (2007) mockup  
[Chochmat HaLev](#) (2007) archived  
[Chochmat HaLev](#)  
[High Holy Days '06-'09](#) (2007) archived  
[HelpOthers.org](#) (2007) mockup  
[Kourosh Foundation](#) (2007) prototype  
[Learning Resources.org](#) (2007)  
[EasyVoter.org](#) (2007) prototype  
[Ocean Science Station](#) (2007)  
[elzbthphotography](#) (2007) prototype  
[Kaizen Program](#) (2006) prototype  
[The Long Island Lesbian  
Cancer Initiative \(LILCI\)](#) (2006)  
[Elderflower.org](#) (2006) prototype  
[Gistics](#) (2005) prototype  
[Martin C. Kauffman 100 Club  
of Alameda](#) (2005) prototype  
[GE Imatron EBT](#) (2004)  
[Kids Meeting Kids](#) (2003) archived  
[Sacreddogs.com](#) (2002) prototype  
[The Runaways.net](#) (2002) archived  
[Girl Gang Films](#) (2002) prototype  
[SuziQuatro.com](#) (2002)  
[MissMax.com](#) (2002)  
[Parents & Friends Association –  
California School for the Blind](#) (2002) archived  
[Web Developers Workshop](#) (2000)

## Service Projects

CharityFocus '01 - present  
– Volunteer, Web Design, Mentor –  
JFCS – Parents Place '00 - '02  
– Mentor

## Graphic Design/Marketing

Information Specialist/Graphic Designer  
[University of Missouri](#) '88 - '92  
– St. Louis, MO  
In-House and Advertising Agencies '84 - '88  
– St. Louis, MO  
– Dallas, TX

[MaxFerman.com](#) | [Max-Inc.com](#)  
[Instructional Designer Resume](#)

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- National Institute for Literacy (NIFL) grant to fund Region III Resource Center to disseminate high– quality resources using online materials, distance learning, through partnerships with adult education and related organizations to help practitioners improve outcomes in adult learners' literacy skills efforts related to technological innovation in the curriculum.
- Instituted process standards and project management methodology ([Web Design and Implementation Process](#)) for large complex projects. This includes development and clarification of project goals, objectives, scope, and project plans including milestones, costs, and cost– to– complete estimates and deliverables with both stakeholders and team members.
- Design and develop client web sites, including information architecture, usability and accessibility standards including W3C standards and Section 508 compliance and copyright issues.

## [Orinda Academy](#) – Orinda, California

2007 to 2008

### *Technology Director / Computer Instructor*

- Design and develop new Technology Program for special needs middle and high school students within a college prep private school.
- Become Authorized Testing Center for the International Computer Driving License (ICDL), including partnership with BAYITC as a pilot middle/high school.
- Introduce ICDL modules as a core curriculum to the new Technology Program.
- Provide 1:1 tutoring as needed for special needs students.
- Provide in– service training to faculty, and introduce extranet and other tools and resources to integrate technology into core curriculum. Teaching with the Web.
- Create policy and procedures for Tech Support, Network Administration, Server Administration, Wireless Network Setup and Administration to Macintosh and PC environment.

## [Corpus Christi School](#) – Piedmont, California (K– 8)

2002 to 2004

### *Technical Coordinator / Computer Teacher*

- Computer Teacher and Network Administrator for K– 8 private school.
- Design and develop new curriculum to integrate technology into core curriculum to comply with [National Educational Technology Standards \[NETS\] for Students](#) and the [California State Content standards](#). | [MissMax.com](#) – Curriculum
- Provide in service technical support and training to all faculty and staff.
- Provide 1:1 tutoring as needed for special needs students.
- Faculty Adviser for Student Web Designers.

## [Arbor Software](#) – Sunnyvale, California

1997 to 1999

### *Manager, Education Programs*

- Design and implement curriculum development process, standards, budgeting and production schedule.
- Establish education programs and maintain corporate relationship with Authorized Training Centers nationwide.
- Develop internal training resources, partnerships with local educational institutions and outside training vendors.

## [Pacific Bell Internet Services](#) – San Francisco, California

1995 to 1997

### *Curriculum Development Manager/Instructor*

- Start- up Internet TechCenter Training Department.
- Manage technical writers/trainers and contractors, to provide comprehensive web based and technical training for 100+ Technical Analysts.
- Implement training methodologies, standards, scheduling, and equipment purchases for both PC and Mac training labs.
- Design and develop curriculum and facilitate training for 2- week TechCenter Technical Analyst Certification and Mentor Program.

