

SANDRA GIFFORD

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Portfolio: http://www.pomona1.com/Start_Demo.html

INSTRUCTIONAL DESIGN: ILLUSTRATOR, GRAPHIC DESIGNER, ANIMATOR, VIDEO EDITOR, INTERFACE DESIGNER



SKILLS & EXPERTISE

Adobe Illustrator, Photoshop, InDesign
3D Animation: Autodesk Maya, Blender
Web: HTML5/CSS, Dreamweaver, Wordpress
Video/2D Animation: Adobe After Effects
E-Learning: Canvas, Camtasia
Copywriting, Including for E-Learning

Course Content Creation
Instructional Design Principles Application
Graphic Library Creation & Maintenance
Interface Design & Requirements
Brand Development & Guidelines
Usability Testing & Problem Solving
Project Management/Agile Technologies

Strong Work Ethic
New Technology Adoption
In-home Office & Team Collaboration
Video Conferencing & Messaging
Microsoft Office Suite



EDUCATION

Bachelor of Arts: Double Major
Art Studio & Psychology
SUNY College at Geneseo, Geneseo, NY
Summa Cum Laude (GPA 4.0 of 4.0)



AWARDS

Four Citibank People's Choice Awards
Four Citibank Bravo Awards
Two Citibank Quarter Block Awards
Paychex Quarterly Team Award
Lead Designer for Game Competition
Two Toastmaster Best Speaker
Four Toastmaster Best Evaluator

CAREER SNAPSHOT

An E-learning designer leveraging new technologies, creativity, and experience in diverse instructional design projects. Highly effective business savvy in collaborating with faculty and administrative leadership. Disciplined and tenacious to meet budget and schedule goals while maintaining quality standards.

PROFESSIONAL CAREER EXPERIENCE

DESIGNER FOR CORNELL UNIVERSITY E-LEARNING COURSES (REMOTE)

2013 - 2020 • Knowlre Studios, Huntsville, AL

Course asset consultation and design. Created images and animations, and composed online courses based on sound instructional design principles, using the latest technologies. Helped to bring the curriculum online and available to a more geographically diverse student body. Developed and maintained a bank of visual content that was easily edited and used across multiple courses, streamlining production and saving money. Sourced license free content (OER) as necessary.

LEAD INTERACTION & GRAPHIC DESIGNER

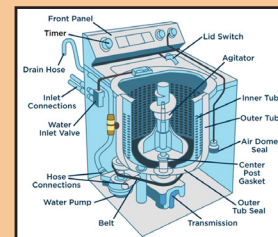
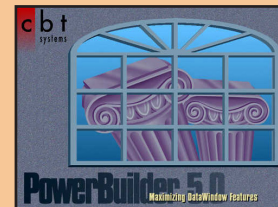
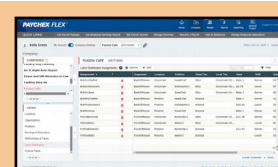
2008 - 2016 • Paychex Inc., Rochester, NY

Coordinated with requirement analyst, DBA, programmer, usability, and business departments as UX Interface Designer and Graphic Designer on projects, such as Job Costing/Labor Distribution. Added complex functionality to internal and external applications, and created 500+ new or redesigned screens. Grew client base to include larger companies with more complex payrolls, increasing revenue.

E-LEARNING COURSE DESIGNER / WEB MASTER

2004 - 2008 • Rochester City School District, Rochester, NY

- Created e-learning course to deliver SharePoint training to 12K employees. Promoted to E-learning Developer, producing all online instructional design for the district, reporting directly to CIO Ford Greene who recently wrote, "What you did for the district was nothing short of a miracle!"
- Developed and wrote curricula, designed screens, created graphics and animations, wrote code, and usability-tested training courses for Chancery's Student Management System, PeopleSoft, IEP Direct, and the SharePoint Intranet to increase staff productivity and soothe district/union relations.
- Designed graphics and coded Business Services Website and the Faculty Application Kiosk to improve communication and recruit teaching talent.



PERFORMANCE HIGHLIGHTS

Citibank's Student Loan Corp.: Architected usability study and redesigned a 200+ page website, which reduced Help Desk call volume and administrative costs by 10%.

Army Corp of Engineers: Produced 45-minute, 3D animated instructional video to communicate new river dam building techniques, helping Corp achieve city approval and save millions by eliminating coffer. Colonel wrote, "...work was completed to a high degree of quality and on schedule, bringing alive the concepts of this innovative project."

2nd Avenue Software: Won Lead Designer position out of dozens of artist submissions for an instructional 3D animated game, "Martha Madison's Marvelous Machines," which taught physics and encouraged middle-school girls' interest in the sciences.

Ford Motor Co.: Brought \$100K multimedia training course project in 10% under budget as Lead Designer, resulting in company vendor rating of "very satisfied" for most Ford standard categories. Client wrote, "Graphics look awesome: APPLAUSE! APPLAUSE!"

Citibank's Student Loan Corp.: Single-handedly produced a 200-page interactive training course for Financial Aid Administrators, increasing the number of placements on college preferred vendor lists and the number of student loans originated.

Powersoft: Managed 6 designers as Lead on 4 multimedia instructional courses. Maximized revenues, coming in under budget by 140 hours. Client wrote, "...graphics look incredible!"