

David Greenfield, Ed.D.

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EDUCATOR • IDEATOR • INNOVATOR • COLLABORATOR • TECHNOLOGIST

- 25 years' experience as educational technologist in the academic corporate, and non-profit sectors
- Experienced teacher, administrator and developer of online learning environments using multiple digital tools and platforms
- Successfully developed global and local multi-cultural learning environments
- Developed and deployed innovative formal and informal technology-based educational initiatives for museums and academia
- Accomplished public speaker and presenter

EDUCATION

Doctor of Education in Learning Technologies	2017
Pepperdine University Graduate School of Education and Psychology	
Master of Arts in Educational Technology	2007
Pepperdine University Graduate School of Education and Psychology	
Bachelor of Arts in Jewish History (with honors)	1996
University of Judaism	

EMPLOYMENT

Educational Technologist	2014-15
Musicians Institute, Hollywood, CA	
<ul style="list-style-type: none"> • Managed the development and implementation of school learning management system. • Trained faculty, staff, and students on the school LMS (face-2-face, on-line video, audio and text). • Documented training methodology and created training library of custom web video and PDF documents. 	
Consultant- Media Evaluation and Digital Archives	2012-13
LAC-Group	
<ul style="list-style-type: none"> • Evaluated large media collections comprising of multiple format photographs, film, video for large corporations and studios to determine: • Size, quality, and value of collection; • Optimal archiving methods and software • Ability to monetize collection 	
Instructional Technology Analyst	2007-11
Loyola Marymount University, Los Angeles	
<ul style="list-style-type: none"> • Worked with faculty to improve teaching, learning and research by identifying and implementing appropriate instructional technologies (social media, Blackboard, audio/video, etc.). • Conducted one-on-one consultations, department workshops and training sessions for department faculty. • Acted as liaison between IT department and School of Film & Television (SFTV) and College of Fine Arts (CFA) • Evaluated and wrote recommendations on curricula, instructional methods, and technologies to enhance learning and course materials. • Developed online system for viewing and judging films for annual student film festival. • Supervised AMP (Academic Media Production group) to create traditional and rich 	

media educational material and video (recording, editing and digital distribution).

Consultant- Educational Technologist

2005-06

Hebrew Union College, Los Angeles

- Managed distant education program utilizing conference calling, web distributed content and digitized audio. Coordinated consultants for HTML and PHP coding.
- Directed 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.
- Designed and produced graphics, web pages, and print projects with HUC National Department for Distance Education.

Consultant, Art Cataloger

2004-10

Private client, Santa Monica, CA

- Installed, implemented and customized embARK, a museum collection management software.
- Photographed, researched, and cataloged private Judaica collection of over 1,200 objects, including tapestries, silver, wood and ceramic items.
- Researched bi-lingual libraries and web sites to identify objects, artists and media for digital catalog.
- Coordinated communications with curators, subject matter experts, dealers and educators across three continents and multiple time zones.
- Created detailed collection reports for content experts, educators and museum professionals.

New Media Coordinator

1998-2003

Skirball Cultural Center, Los Angeles, CA

- Designed and created user-friendly web site to showcase unique programs, exhibitions, facilities and attributes of Skirball Cultural Center.
- Produced video and audio interviews of artists for the website.
- Produced virtual exhibitions for web site and kiosks for permanent collection.
- Developed computer resource center to provide high-speed Internet access to visitors and researchers.
- Assessed and evaluated web-users experience to improve site quality. Managed budget, planned, recruited, and trained staff of 15.
- Established 5-year development plan, strategic alliances, partnerships and collaborations with other institutions.

Digital Archivist

1996-97

Digital Domain, Venice, CA

- Managed archives and restoration of digital media (animation files) across large network, transfer of digital images from and to video and UNIX.
- Collaborated with team to create digital catalog to be simultaneously used by multiple digital artists, technical producers and programmers.
- Coordinated multiple computers, spread across broad network to share resources and processes.

Art Director

1993

Walker Interactive Systems, San Francisco, CA

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

Graphic Designer

1990-93

Brown, Vence & Associates, Environmental Engineers, San Francisco, CA

- Designed and produced presentation graphics, CAD drawings, and corporate reports

utilizing overhead color transparencies, computer animation, 35mm slides, presentation boards, technical illustrations, charts, maps, graphs.

- Managed Macintosh computer network.

Free-lance Design Consultant, 1981-present

- Successfully produced customized web sites for over 40 institutions and companies.
- Developed digital and print collateral branding, social networks.
- For print: Design and produce variety of graphic design products including signage, posters, newsletters, logos, etc.

SELECT TEACHING EXPERIENCE

Adjunct Faculty, Loyola Marymount University

Jewish Graphic Novels

2009-11

- Developed innovative multi-disciplinary course exploring genre of sequential art. The Jewish Graphic Novel provides framework and façade to examine historical events, relationships, connections, characters and narratives that address confluence of world cultures, communities and identities.

Instructor, University of Judaism

2001-2

Fundamentals and Applications of New Media

- Created and taught curriculum using print material, video and computer based media (web, games, etc.) to analyze and evaluate complex relationships between media, commerce and society.

Instructor, University of Judaism

1997-2000

Web Design and Production of New Media

- Developed materials and curriculum and taught basic web design production skills to undergraduate college students with emphasis on preproduction organization, information architecture, hand coding, graphic design.

SELECT PROFESSIONAL ACTIVITIES

Technologist/Educator, *The Literature of the Holocaust*

2010

Loyola Marymount University/California State University, Northridge.

- Responsible for developing a shared digital classroom and technology plan for innovative class between two separate universities- one private, one private.
- Developed lesson plans in media literacy, wrote technical specs and pedagogy for technology component of journey, along with the formal learning objectives pertaining to traditional topics, to better engage students in acquiring skills in digital communications technologies as well as visual literacy.
- Managed technology for two semesters
- Selected and implemented technology and Web 2.0 tools to assist students in creating blogs with text, video, image and audio based to prepare for a class trip to Poland and their interactions with students there.
- Traveled to Poland with 25 students from two universities in Los Angeles. Participating students reflected diverse, interdenominational, cultural and generational communities of Los Angeles and went to Poland to explore complicated and intertwined history of the Jew and Poles.

Conference technology producer

2010

10th Annual Southern California Teacher Forum on Holocaust Education

- Coordinated and managed technology for educational symposium teaching the holocaust in collaboration with education department of the U.S. National Holocaust Memorial Museum.

Judge, Best of the Web Competition **2002, 2004-2007***Museums and the Web Conference*, Multiple locations.

- Focus on Best Educational sites and overall Best of the Web.
- Reviewed multiple museum websites according to criteria provided by conference committee.
- Collaborated, coordinated, and managed online global panel of judges to define criteria, develop organization-wide nomination process to identify extraordinary museum websites, guide dialogues with judge colleagues through multi-pass judging process to develop short lists, and select winners.

Co-chair, Best of the Web Competition **2003***Museums and the Web Conference*, Charlotte, N.C.

- Successfully coordinated 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 judges' reviews.

SELECT PRESENTATIONS AND WORKSHOPS

- *Comics in the classroom*. Panel moderator **2016**
Stan Lee's Los Angeles Comic Con
- *Diversity in comics*. Panel participant **2016**
2016 Long Beach Comic Con
- *Constructing Knowledge Through Agile Teaching and Learning* **2014**
Presented at Moving the needle: Galvanizing change in our day schools.
RAVSAK Jewish Day School Leadership Conference
- *Major mayhem or a marvelous match? An introduction to museums and MOOCs*. **2013**
Presented at Future Salon LA, Santa Monica, CA
- *STEM, STEAM, & Collaboration*. **2012**
Presentation, Pepperdine University OMET/MALT Alumni Conference, Malibu, CA.
- *Art and Visualization: Bringing Innovation into the Classroom*. **2011**
Moderated panel at EduSoCal'11, Long Beach, CA.
- *Web 2.0: Create, Share, Learn*. **2009**
Paper Co-presented with D. Scozzaro, EDUCAUSE Western Regional Conference, San Francisco, CA.
- *Creating Global Communities with Web 2.0* **2008**
Workshop presented at PeaceJam Conference, Los Angeles, CA.
- *YouTube to MuseTube- Now that we have Web 2.0 tools, how do we use them?* **2009**
Paper presented at Museums and the Web conference. Montreal, Canada.
- *Small Shop, Big Site*. **2002**
Workshop presented at Museums and the Web conference, Boston, MA.
- *Contextual Links and Non-Linear Narrative*. **2000**
Paper presented at Museums and the Web Conference, Minneapolis, MN.

- *The Jewish Cultural Tapestry:* **1992**
CAJE Conference, Los Angeles, CA.
an interactive experience through Jewish cultures and communities. Demonstration of prototype interactive computer program about global Jewish communities presented at

SELECT PUBLICATIONS

Greenfield, D., et al. (2015) *NMC Horizon Report: 2015 Museum Edition*.

Greenfield, D. (2011) *Old Theories and New Technologies: Employing geocaching to create authentic, meaningful and relevant learning experience*. Proceedings of the Hawaii International Conference on Education.

Greenfield, D., Blue, D., Schoepe, T. (2010) *Leadership Styles of Educational Non-Profit Institutions*. Proceedings of the Hawaii International Conference on Education.

Greenfield, D. (2000) *Contextual Links and Non-Linear Narrative*. Conference proceedings, Museums and the Web.