

**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**

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

**EMPLOYMENT HIGHLIGHTS:**

***Instructional Design & Media Consultant*** **2007-Present**

**Current Projects**

- Kidlink.org- Creating and developing curriculum for a 2-month, multiple school workshop on making comics and collaboration for Kidlink, a global learning program.
- Consulting, designing and building professional website for Shayna Ross, Punk Comedian.

**Selected Past Projects**

- Paramount Studios- sub-contracted to inspect and evaluate large collection of photographs, negatives, and slides from the Studio's Archives for quantity and quality collection, as well as recommendations for monetizing the collection. (1 month).
- Dallas Cowboys- contracted to project manage a team of media experts to inspect and evaluate large collection of media (film and digital photographs, negatives, 35mm slides, 16mm film, video) for the purpose of recommending archival methods and software, as well as potential for monetizing the collection (5 weeks).
- Successfully produced customized web sites for over 70 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.

**Educational Technologist**

***Emerson College, Hollywood, CA*** **2017**

- Developed WordPress tutorial to aid the students in creating their own websites.
- Designed and led 10+ Introduction to WordPress workshops for 1-8 students per workshop.
- Documented training methodology and created training library of custom web video and PDF documents.

**Educational Technologist*****Musicians Institute, Hollywood, CA*****2014-15**

- Managed the development and implementation of school learning management system (Desire2Learn).
- 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/Project Manager*****LAC-Group, Los Angeles, CA, and Dallas, TX*****2012-13**

- Evaluated large media collections of major movie studio and sports franchise comprising of multiple format photographs, film, and video to determine size, quality, and value of collection
- Optimal archiving methods and software
- Ability to monetize collection

**Instructional Technology Analyst*****Loyola Marymount University, Los Angeles*****2007-11**

- 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*****Hebrew Union College, Los Angeles*****2005-06**

- 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*****Private client, Santa Monica, CA*****2004-2010**

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

- 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****Digital Domain, Venice, CA****1996-97**

- 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****Walker Interactive Systems, San Francisco, CA****1993**

- 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****Brown, Vence & Associates, Environmental Engineers, San Francisco, CA****1990-93**

- 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.

**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****Fundamentals and Applications of New Media****2001-12**

- 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****Web Design and Production of New Media****1997-2000**

- 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****Technology Coordinator, 10<sup>th</sup> Annual Southern California Teacher Forum on Holocaust Education****Loyola Marymount University, Los Angeles, CA****2010**

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****Museums and the Web Conference, Multiple locations****2002, 2004-2007**

- 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****Museums and the Web Conference, Charlotte, N.C.****2003**

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.

**INTERNATIONAL EXPERIENCE (SELECTIONS)****Guest Teacher****Abanskaya school №3, Krasnoyarsk, Siberia****2014**

- Taught multiple online art appreciation classes in English to 6<sup>th</sup> grade students.

**Technologist/Educator, Loyola Marymount University/California State University, Northridge  
Krakow, Poland****2010**

- 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.
- Selected and implemented technology and Web 2.0 tools to assist students in creating blogs with text, video, image and audio based on their experiences in Poland and their interactions with students there.
- 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, in order for students to also learn about digital communications technologies.
- Produced video interviews of a group of elderly Poles who shared their experiences with the Nazis, then Russians, in their village during and after the war. This was the first time that they ever shared their stories.

**Museum and Education consultant,****National Museum, and National Archives, Ulan Bator Mongolia****2008-12**

- Provided pro-bono consulting services for digital museum exhibitions.

**Artist in Residence, HILAI Center for the Arts****Ma'alot Tarshiha, Israel****1988**

- Successfully brought together school children in Jewish, Moslem and Christian villages in the Ma'alot-Tarshiha area to work on collaborative art projects that modeled civic cooperation and advocated dialogue in a safe environment.
- Facilitated community visits of all participating children to each other's villages to see homes, places of worship, and schools of their neighbors.
- Coordinated teachers, administrators, parents and community leaders of the three participating schools to plan community visits to develop collaborative art projects for the children

**Israel Defense Forces (IDF)****1975-1978**

- Commander (sergeant) Golani infantry brigade.
- Drill instructor for new recruits.
- Weapons trainer to officers and commanders; developed curriculum and processes for training officers in active and reserve duty.
- Honorable discharge with high recommendations.

**SELECT PRESENTATIONS AND WORKSHOPS**

- Beyond super heroes and talking animals: teaching social justice with graphic literature*, Presenter.  
Digital Media Educators Conference, Valencia CA **2018**
- Comics in the classroom*. Panel moderator  
Stan Lee's Los Angeles Comic Con **2016**
- Diversity in comics. Panel participant  
2016 Long Beach Comic Con **2016**
- Constructing Knowledge Through Agile Teaching and Learning*, Presenter  
Moving the needle: Galvanizing change in our day schools. RAVSAK Jewish Day School  
Leadership Conference, Los Angeles **2014**
- Major mayhem or a marvelous match? An introduction to museum  
and MOOCs*, Presenter  
Future Salon LA, Santa Monica, CA **2013**
- STEM, STEAM, & Collaboration*, Presenter  
Pepperdine University OMET/MALT Alumni Conference, Malibu, CA **2011**
- Art and Visualization: Bringing Innovation into the Classroom*, Panel moderator  
Moderated panel at EduSoCal'11, Long Beach, CA **2011**
- Web 2.0: Create, Share, Learn*, Co-Presenter  
EDUCAUSE Western Regional Conference, San Francisco, CA **2009**
- Creating Global Communities with Web 2.0*, Presenter  
PeaceJam Conference, LMU, Los Angeles, CA., **2008**
- YouTube to MuseTube- Now that we have Web 2.0 tools, how do we use them?* Presenter  
Museums and the Web conference. Montreal, Canada **2009**
- Small Shop, Big Site*, Presenter  
Museums and the Web conference, Boston, MA **2002**
- Contextual Links and Non-Linear Narrative*, Presenter  
Museums and the Web Conference, Minneapolis, MN **2000**
- The Jewish Cultural Tapestry- an interactive journey through world Jewish cultures  
and communities*, Presenter  
Coalition for the Advancement of Jewish Education (CAJE) Conference, Los Angeles, CA **1992**

**SELECT PUBLICATIONS**

- Greenfield, D., et al. **NMC Horizon Report: 2015 Museum Edition.** **2015**
- Greenfield, D. **Old Theories and New Technologies: Employing  
geocaching to create authentic, meaningful and relevant learning experience,**  
Proceedings of the Hawaii International Conference on Education. **2011**
- Greenfield, D., Blue, D., Schoepe, T. **Leadership Styles of Educational Non-Profit  
Institutions.** Proceedings of the Hawaii International Conference on Education. **2010**
- Greenfield, D. **Contextual Links and Non-Linear Narrative.**  
Conference proceedings, Museums and the Web. **2000**