

# David Greenfield

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## IDEATOR • INNOVATOR • COLLABORATOR

- 25 years experience in educational technology in the corporate, academic and non-profit sectors
- Successfully developed global and local multi-cultural learning environments
- Developed and deployed innovative formal and informal technology-based educational initiatives
- Accomplished public speaker and presenter

## SKILL SETS

- Strong leadership skills based on personal experience and example
- Ability to listen, reflect and communicate openly and clearly
- Capability to work both independently as part of a team.
- Talent and experienced in identifying creative and innovative approaches to new challenges and opportunities
- Solid problem solving skills
- Management experience relating to personal, budget, project and time management
- The ability to work well under pressure, with a healthy sense of humor.

## EDUCATION

**Candidate, Doctor of Education in Learning Technologies**, Fall 2016, Pepperdine University Graduate School of Education and Psychology

**Master of Arts in Educational Technology**, July 2007 Pepperdine University Graduate School of Education and Psychology

**Bachelor of Arts in History** (with honors), June 1996 University of Judaism

## EMPLOYMENT

**Instructional Technologist**, 2014-2015, Musicians Institute Los Angeles, CA

- Developed and designed LMS (Desire2Learn) for inaugural flipped-classroom approach for common core classes.
- Editorial consultant to department chairs to assist them in developing curricula; writing and formatting online quizzes and exams; selecting and producing rich media (audio and video);.
- Trained instructors on how to run online classes, including basic classroom management as well as more advanced topics relating to online and distance education.
- Wrote and developed online and print training material for instructors and students on how to incorporate and include the new, digital content in their teaching and learning.

**Instructional Technology Analyst**, 2007-2011 School of Film & Television (SFTV) and College of Fine Arts (CFA) Loyola Marymount University, Los Angeles, CA

- 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 SFTV and 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.

- Coordinated and managed technology for educational symposium teaching the holocaust in collaboration with education department of the U.S. National Holocaust Memorial Museum.
- Supervised AMP (Academic Media Production group) to create traditional and rich media educational material and video (recording, editing and digital distribution)

**Educational Technologist**, 2005-2006 Hebrew Union College, Los Angeles, CA

- Managed distant education program utilizing conference calling, web distributed content and digitized audio.
- 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.

**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 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.

**Free-lance Consultant**, 1981-present

- Reviewed and evaluated media collections (photographs, film, video, etc) for large studios, sports teams and other corporations. Tasked to evaluate quality, quantity and type of media in corporation collections.
- Successfully produced customized web sites for over 50 institutions and companies.
- Assist clients in developing branding.
- For print: Design and produce variety of graphic design products including signage, posters, newsletters, logos, etc.

## TEACHING EXPERIENCE (SELECTIONS)

**Adjunct Faculty, *Jewish Graphic Novels***, 2009-11 Loyola Marymount University

- 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.

**Adjunct Faculty, *Fundamentals and Applications of New Media***, 2001-02 University of Judaism

- 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.

**Adjunct Faculty, *Web Design and Production of New Media***, 1997-2000 University of Judaism

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

## SELECTED INTERNATIONAL EXPERIENCE

**Technologist/Educator**, 2010 Loyola Marymount University/California State University, Northridge student trip to Poland.

- 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.

#### **Artist in Residence, HILAI Center for the arts, Ma'alot Tarshiha, 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

#### **SELECTED PRESENTATIONS & WORKSHOPS**

- 2013- *Major mayhem or a marvelous match? An introduction to museums and MOOC*. Presented at Future Salon LA, Santa Monica, CA
- 2012- *STEM, STEAM, & Collaboration*. Presentation, Pepperdine University OMET/MALT Alumni Conference (Masters of Arts, Educational Technology and Learning Technologies), Malibu, CA.
- 2010- *Art and Visualization: Bringing Innovation into the Classroom*. Moderated panel at EduSoCal'11, Long Beach, CA.
- 2009. *Web 2.0: Create, Share, Learn*. Co-presented paper with D. Scozzaro at EDUCAUSE Western Regional Conference, San Francisco, CA.
- 2008. *Creating Global Communities with Web 2.0*. Workshop presented at PeaceJam Conference, Los Angeles, CA.
- 2008. *YouTube to MuseTube- Now that we have Web 2.0 tools, how do we use them?* Paper presented at Museums and the Web conference. Montreal, Canada.
- 2002. *Small Shop, Big Site*. Workshop presented at Museums and the Web conference, Boston, MA.
- 2000. *Contextual Links and Non-Linear Narrative*. Paper presented at Museums and the Web Conference, Minneapolis, MN.
- *The Jewish Cultural Tapestry: an interactive experience through Jewish cultures and communities*. Demonstration of prototype interactive computer program about global Jewish communities presented at Center for the Advancement of Jewish Education (CAJE) Conference, Los Angeles, CA.

#### **SELECTED PAPERS & ARTICLES**

- 2015. *NMC Horizon Report: 2015 Museum Edition*. Invited to editorial panel of experts.
- 2010. 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*. Retrieved from <http://www.hiceducation.org/EDU2011.pdf>
- 2010. Greenfield, D., Blue, D., Schoepe, T., *Leadership Styles of Educational Non-Profit Institutions*. *Proceedings of the Hawaii International Conference on Education*. Retrieved from <http://www.hiceducation.org/EDU2011.pdf>.
- 2000. Greenfield, D. *Contextual Links and Non-Linear Narrative*. *Museums and the Web*. Paper retrieved from <http://www.museumsandtheweb.com/mw2000/papers/greenfield/greenfield.html>