

# Kathy Cannon

Cambridge, Massachusetts, USA • [gigs@kathycannon.com](mailto:gigs@kathycannon.com)

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## Objective

Design and produce creative, digital teaching, learning and research solutions for organizations focused on delivering innovative education and training.

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## Profile

Experienced online course designer, and eLearning application administrator who readily bridges technical and educational domains to advance project goals.

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## Experience

### **eLearning Consultant and Web Production Contractor**

*Self-employed, Cambridge, Massachusetts*  
May 2009 – Present

Guiding a sole proprietor in migration of web content, including a sizable catalog of images and essays. Documented key decision-making roles and Moodle-based strategy for an eLearning start-up based on Gardner's Multiple Intelligences theory.

### **Academic Technology Project Lead**

*Library and Technology Services, Brandeis University, Waltham, Massachusetts*  
October 2007 – August 2009

Led application development and theme design in Moodle, an open source learning management system, as part of a small product support team. Articulated software requirements for customizing enterprise-level teaching and learning tools. Recommended course design workflows, migration strategies, best practices, and suitable new technologies. Resolved key support issues. Trained the faculty trainers.

### **Research & Instruction Technology Specialist**

*Library and Technology Services, Brandeis University, Waltham, Massachusetts*  
January 2007 – October 2007

Developed specifications for a substantial portion of the instructional components in a rapid transition from WebCT Vista to Moodle. Specified custom solutions and workflows to help distance learning faculty succeed with new grading of forums.

### **Instructional Designer**

*Office of Distance Education, Boston University, Boston, Massachusetts*  
July 2005 – June 2006

Designed and produced media-rich online courses for graduate degree and professional certification programs. Established schedules on multiple projects and managed instructors' expectations in order to reach launch deadlines with well-tested, student-centered courses. Guided collaborations with faculty.

### **Instructional Designer & Technology Research Assistant**

*CAST, Inc., Wakefield, Massachusetts*  
September 2004 – May 2005 (part-time)

Coordinated prototype implementation as a technical liaison between animators, programmers, and educators developing literacy software.

## Knowledge

- Online course design for on-site and distance education classes
  - Guiding faculty in the redesign of instruction to integrate new technologies
  - Researching, evaluating, and proposing tools, budgets, and best practices
  - Explaining empirical and theoretical rationales to increase student engagement
  - Project management for cross-team software update release cycles
  - Custom branding and template creation for eLearning enterprise sites
  - Introducing new functions within open source learning system software
  - Preparing and delivering training sessions and guides for non-technical users
  - Introducing universal design practices to meet accessibility guidelines
  - Capturing and editing digital video for classroom learning documentation
  - Retouching, repurposing, and batch processing of digital images
  - Website design for artists, educators, and researchers
  - Editing technology-based grants for educational initiatives
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## Skills

### Advanced

(used routinely)

- Hand-coding HTML & CSS
- *Photoshop*
- *Microsoft Excel*
- *Moodle LMS site administration*

### Intermediate

(very familiar / used often)

- *Dreamweaver*
- *Microsoft Word*
- *Text Wrangler*
- *Blackboard (WebCT)*
- *Final Cut Pro, iMovie*

### Basic

(used on occasion)

- *Javascript*
  - *WordPress*
  - *Drupal*
  - *Illustrator*
  - *Flash (animation)*
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## Links

Website – <http://kathycannon.com/>

Instructional Design Examples – <http://kathycannon.com/resume/idwork.html>

Professional Networking Profile – <http://www.linkedin.com/in/kathycannon/>

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## Education

### **Boston University**

*Boston, Massachusetts, May 2005*

Master of Education, Educational Media & Technology

### **Lesley University**

*Cambridge, Massachusetts, December 1993*

Master of Education, Early Childhood Education

### **University of Pennsylvania**

*Philadelphia, Pennsylvania, May 1988*

Bachelor of Science in Economics (concentration in Marketing)

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