

CATHERINE M. LABORE

Please contact for references and salary requirements

Willing to relocate
kate@kateswork.com

OBJECTIVE

A senior creative role in projects using rich media and innovative technologies for communication, education and training, preferably in the Health Care industry.

EMPLOYMENT SUMMARY

Over seventeen years developing materials for K-12, vocational and higher education. From book and page to sophisticated computer-based learning systems, engaging in progressively more advanced projects, my work focuses on learners and their needs. Employing ethnographic methods and a social scientist's perspective with long experience in media-rich content production, I collaborate with interdisciplinary teams to produce highly effective communications, usable interfaces, and compelling stories.

EXPERIENCE

June 2007 – Present

Senior Design Consultant Augmented Learning Materials. User-centered research and design for rich, interactive products for socializing and learning. Experience design, usability and acceptance, product review and analysis.

May 1998 – June 2007

Creative Director Center for Advanced Research in Technology for Education, USC Information Sciences Institute. As part of an interdisciplinary team, produced rich media content to support the development of new technologies – e.g. task- and case-based simulations, pedagogical agents, user tailoring, and other advanced solutions – for projects advancing the development of new educational technologies. Contributed to research design and publications. Designed and conducted user studies, managed products from wire-frame to prototype. Supervised and mentored student researchers.

August 2005 – May 2006

Lead Content Developer Tactical Language Training, LLC. In collaboration with product developers and expert informants, developed new content and ensured the accuracy and quality of language and cultural material in the Tactical Language Training system. Supervised the work of junior and assistant editorial personnel and new content developers.

August 1995 – April 1997

Creative Director and Producer Distance Learning Project, Annenberg Center for Communications. Collaborated with content specialists and video specialists to produce distance-education courseware deliverable on CD-ROM and Internet. Supervised artists, writers and programmers.

September 1994 – January 1996

Arts Laboratory Manager School of Cinema-Television, USC. Technical advisor and production supervisor for up to 12 student projects per semester.

May 1992 – August 1995

Freelance Media Producer iQuest Media Design. Computer graphics, interactive prototypes and media production for print, television, film and digital distribution.

EDUCATION

Master of Arts in Visual Anthropology 1995

University of Southern California College of Letters, Arts and Sciences, Los Angeles CA

Master of Arts in Cultural Anthropology 1990

University of Arizona College of Social and Behavioral Sciences, Tucson AZ

Bachelor of Arts in Educational Psychology 1987

Friends World College, Huntington NY

Coursework in Foundation Design, Graphic Design, Film and Photography

Minneapolis College of Art & Design, Minneapolis MN

SKILLS

Electronic Publishing, Multimedia & Graphics

Editorial and creative direction; art direction; illustration. Layout, typography; page and site design. Asset production and management.

Project Management

Development-cycle monitoring and reporting. Workflow and tracking systems creation. Supervision of project team.

Research, Modeling and Analysis

Creation of interactive process models, with attention to design issues. Ethnographic and qualitative research methods. FSM flow modeling. Focus group, formal usability testing, efficacy. User-centric iterative development strategies.

Design

Functional requirement gathering and specification. Wire-frame, animatronic production. Play-testing. Interactive Prototype Development.

Traditional Media Production

Writing and editing for linear or non-linear media, highly interactive products, sites and games. Video production, direction and editing. Documentary treatment, scripts, reportage, essay and short fiction. Text editing for comprehension and style. Black & white and color still photography and photo editing. Sound recording, mixing and editing.

Computer Skills

Microsoft: Office (Word, Excel, PowerPoint, Visio, Exchange, InfoPath, Access, Project)

Adobe: Suite (Photoshop, Illustrator, Flash, Dreamweaver, InDesign, Acrobat)

Apple: Final Cut Pro, Motion, Soundtrack

Others: Maya, Alienbrain (CMS), 3D Studio, Moodle, Blackboard

Languages: HTML, XML, CSS (fluent) Flex, ActionScript, JavaScript (amateur)

Broad knowledge of technologies of Web distribution and delivery, including Semantic Web and new interaction technologies in both client and server applications.