



## Profile

I am a creative professional educator, passionate about leveraging technology to meaningfully redefine the way we connect and learn in a digital world.

## Skills

- Advanced LMS experience, including Canvas, Udemy, Moodle, Blackboard, Sharepoint, etc.
- Expert in eLearning authoring software including Captivate, Camtasia, Articulate Storyline 2, Presenter
- Designing visually compelling content using Photoshop
- Researching technical solutions and troubleshooting
- Reporting advanced user engagement analytics
- Interviewing SME's, distilling information and turning even boring content into visually engaging eLearning
- Advanced web design (HTML, CSS, JQuery, XML)
- Faculty training, support, and management
- Quiz and survey design, tracking, and analysis
- Interactive media design (graphic, audio, video)
- Publishing mobile friendly content to html5/iOS

## Experience

### Director of Instructional Design and Innovation, [American College of Healthcare Sciences](#)

Portland, OR (2014 - Present)

- Chairman of the of the College Curriculum Committee and direct supervisor to two Instructional Designers
- Managed all course migrations from Pearson LearningStudio to Canvas (by Instructure)
- Responsible for bringing a new college website design and content migration to launch
- Designed new course Style Guide and development standards for the new LMS
- Developed nationally recognized virtual instructor-led Student Orientation
- Produced dozens of interactive training videos for students, staff, and faculty
- Launched a brand new 'on-demand' Continuing Education Library and Alumni Practitioner Directory

### Educational Technologist, [Environmental Systems Research Institute \(ESRI\)](#)

Olympia, WA (2014)

- Coordinated development of Esri's first several MOOCs on GIS & Spatial Analysis (100,000+ students!)
- Best practice mentor to 40+ trainers, content authors, and instructional designers internationally
- Evaluated dozen+ enterprise level learning management solutions (both customer and employee facing)
- Kicked off new virtual 'brown-bag' skill-sharing sessions for trainers across the country

### Senior Instructional Designer, [Providence Health & Services](#)

Portland, OR (2011-2014)

- Developed successful web-based 'just-in-time' Training Centers for the Health Informatics and ITSM projects
- Led team in adoption and process standardization of new development software (Camtasia and Captivate)
- Mentored new and existing staff in Camtasia, Captivate, Photoshop, and other authoring tools
- Developed custom Providence-branded eLearning templates, style guide, and best practices
- Rapidly prototyped and built several IT-application related Captivate and Camtasia courses
- Responsible for interviewing SMEs, storyboarding, writing scripts, recording voice, and authoring content
- Received a rare perfect score across all metrics on annual performance review, excerpted here:

“ Ephraim is widely regarded for the exceptional quality of his work. He has been instrumental in transforming the OneIS Training Department. Teammates especially value his support of their own learning, his collaborative approach to work, and his easy-going manner.”



Please see my digital portfolio for work samples @ <http://ephraimross.com/#work>

**Senior eLearning Specialist, [Translations.com](#)**

Portland, OR (short contracts, 2011 - present)

- Built new html5-based eLearning framework for swift mobile-friendly deployment
- Worked closely with high-profile clients (such as Oregon State University, CASIO Education, Compass Group)
- Responsible for all design elements of new TransPerfect eLearning projects (UI, branding, voice narration, etc.)
- Designed dynamic client front-end/portals for existing eLearning solutions

**Lead Course Developer and Instructional Designer, [American College of Healthcare Sciences](#)**

Portland, OR (2009-2011)

- Managed development and updates of all online Master's, Undergraduate, and Associate level courses
- Responsible for ongoing campus technology assessment, new product evaluations, acquisition negotiations (software, hardware, tech services), training and implementation
- Directed pilot programs evaluating new potential Learning Management Systems (Moodle, Agilix, & Blackboard)
- Rolled-out college branded Google Apps accounts (email, docs, calendar) to all students, faculty and staff
- Managed online staff and faculty training modules, developed new resource library and student orientation
- Carefully tracked web-analytics, course exit surveys, and exam statistics for issues and outliers
- Transitioned college to a 'green campus' by converting printed course manuals into downloadable ebooks

**Instructor - Best Digital Practices, [High Tech High Graduate School of Education](#)**

San Diego, CA (2006-2008)

- Developed coursework for and taught HTH 108: Instructional Technology, and HTH 111: Digital Portfolios
- Courses ranked highest for student satisfaction and "most useful" in HTH Teacher Credentialing program
- Managed feedback of students, teachers, and administration to develop classroom technology 'best practices'
- Worked one on one and in group seminars to foster professional development of all teachers around emerging web technologies to create more effective blended and hybrid learning environments
- Wrote extensive tech training documentation, internal blog posts, and led in-person-training for new teacher hires

**Founding Teacher - 9th Humanities & Creative Media, [High Tech High North County](#)**

San Diego, CA (2007-2008)

- Evaluated technology requirements and instituted sustainable growth plans for new HTH campus
- First HTH teacher to require virtually all student (and teacher) work be published online in an open, transparent way - encouraging community accountability, participation, feedback, and innovation
- Led weekly staff technology training sessions focusing on Flash, Photoshop, Dreamweaver, blogs, RSS aggregators, virtual bulletin boards, digital portfolios, online course design and other web technologies
- Director of the *Summer Bridge* program, organizing staff and preparing incoming students from different backgrounds with the necessary skills to succeed in a "High Tech" school
- Interviewed and evaluated live 'model lessons' presented by hundreds of new teacher applicants

**Special Projects, [High Tech High](#)**

San Diego, CA (2006-2007)

- Helped develop the HTH Digital Commons, an open CMS solution for instructors to share their best practices around project based learning, including video, image galleries, blog posts, project plans, and student work
- Reformed HTH's mainstreaming approach for special need students, ensuring institutional flexibility and support
- Trained HTH faculty to use technology to better support special needs students (and their parents!)
- Helped finalize HTH Graduate School's application with the Commission on Teacher Credentialing (CTC)
- Part of a small "seed team" involved in all elements of launching a new "High Tech" village in North County



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### **Founding Teacher - 8th Humanities, New Media, [High Tech Middle Media Arts](#)**

San Diego, CA (2005-2006)

- Developed project-based Humanities curriculum with focus on real-world relevancy, creative media, web-based research and online publishing
- Trained students in the use of Photoshop, Dreamweaver, and iMovie to create interactive digital portfolios
- Pioneered use of blogs and virtual bulletin boards in public school classrooms
- Led weekly staff training sessions in Instructional Technology

### **Founding Teacher, Distance Learning 4-8th Grade, [Connections Academy](#)**

San Diego, CA (2004-2005)

- Helped launch one of the first fully online distance charter schools in California
- Carefully tracked and monitored academic progress of 27 mixed grade students
- Supported students (and parents) via phone, email, instant chat and in-person visits
- Worked closely with CA's tech development team to track and prioritize bug and feature requests
- Pioneered use of open-source bulletin board software (phpBB) as an online Writer's Workshop
- Organized mandatory state testing at several remote facilities across Southern California

## **Education**

### **Pomona College - Claremont, CA (1998-2003)**

B.A. Cognitive Science and Linguistics

S.C.A.I.F.E. Alumni Award

Research Intern, *Child Psychology Lab*

Volunteer Teacher, *St. John's Escuela, Honduras*

Student Mentor, *Pomona Partners*

Reading Interventionist, *America Reads*

Outdoor Adventure Leader, *On The Loose*

ALL S.C.I.A.C. Athlete - *Track and Field*

### **CSU San Marcos - San Marcos, CA (2003-2004)**

Multiple Subject Teaching Credential, English Supplemental Credential

Lead Tutor and Reading Interventionist, *Champs Educational Services*

### **HTH Graduate School of Education - San Diego, CA (2006-2008)**

Demonstrated Mastery of Instructional Technology

Completed Single Subject Coursework

Presenter, *HTH International Summer Institute*

*Leadership in Education* Award Grant

