

# JENNIFER MCDONALD

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## SKILLS

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### *Advanced Knowledge of*

- Instructional design and the ADDIE instructional systems design model.
- Applying adult learning theories, including behavioral, cognitive, and social constructivist models of learning.
- Writing, editing, and graphic design for both print and Web.
- Software: Macromedia Dreamweaver, Fireworks, and Flash; Adobe InDesign, PageMaker, Photoshop, Image Ready, Illustrator, and Acrobat; QuarkXPress; Microsoft Word, Excel, PowerPoint.
- Web programming: HTML, CSS.

### *Working Knowledge of*

- Macromedia Authorware, Captivate, Freehand, and Homesite; Adobe Premiere; JavaScript; eCollege content management system; XML; SCORM; and ASP.NET.

## PROFESSIONAL EXPERIENCE

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### **Policy Studies Inc (PSI)**

**2006-present**

#### *Employee Development Generalist*

- Design and develop instructor-led, multimedia, and Web-based training materials.
- Conduct instructor-led training for employees across the country.
- Manage multimedia development projects, such as computer-based trainings and videos.
- Develop, design, and maintain interactive and engaging Web-based training materials.
- Write and edit user guides and materials.

### **Educational Services, Inc (ESI)**

**2000-2006**

#### *Instructional Technology Specialist/Project Manager*

- Develop instructor-led and multimedia training materials.
- Manage all aspects of large-scale multimedia development projects, including two for the Head Start Bureau. Accomplishments include: designing materials, producing videos, developing interactive CD-ROMs, writing and editing text, and managing contracts with vendors.
- Write and edit materials, including training materials, business proposals, newsletter articles, and Web site content.
- Design appealing and user-friendly materials, including three books, two CD-ROMs, nine newsletters, eight conference programs, and numerous registration materials and agendas.
- Develop, design, and maintain interactive and engaging Web sites, including:
  - [www.esi-conference.info](http://www.esi-conference.info)
  - [www.wrconference.net](http://www.wrconference.net)
  - [www.nidameetings.com](http://www.nidameetings.com)
  - [www.esi-dc.com/paris](http://www.esi-dc.com/paris)
  - [www.safefutures.com](http://www.safefutures.com)
  - [www.cwresource.org](http://www.cwresource.org)
- Developed over 15 large-scale business proposals, including writing responses, editing text, creating graphics, and designing materials.

Specific project examples include:

*Safe Futures: Supporting Children and Families Affected by Domestic Violence Curriculum*

- *Safe Futures* is a national instructor-led training for Head Start staff working with families experiencing domestic violence. Accomplishments include: conducting national front-end analysis, including needs assessment and learner and technology analyses; working with subject matter experts to draft training design, including competencies, measurable and reasonable learning objectives, and instructional activities for six training modules; drafting formative evaluation plan; and designing all print materials, a Web site ([www.safefutures.com](http://www.safefutures.com)), and an interactive CD.

*Embracing Our Future: Health Services and Head Start Multimedia Materials*

- Managed this project with the Head Start Bureau to develop video-based materials focusing on health services in Head Start programs. Accomplishments include: conducting needs assessment; recruiting, interviewing, and selecting programs, staff, and families to feature in the video; managing subcontract with video producer and working collaboratively to set up interviews, develop prescript, and edit final script and video; supervising all shooting and interviews, ensuring appropriate questions are asked, key messages are highlighted, and local programs are comfortable with the filming process; planning meetings of subject matter experts, client, and members of target audience; managing budget and schedule; and writing, editing, and designing the video guide, which provides suggestions and creative activities to help audience use the video with various audiences. Over 1,500 copies have been ordered to date.

*Weaving Connections: The Health Services Advisory Committee Training*

- Managed this project with the Head Start Bureau to develop multimedia training materials. Accomplishments included: working closely with client to make sure training materials and video demonstrate content effectively and are appropriate and effective for the audience; editing and designing all elements of training package, including a video, five training modules, and an interactive CD-ROM; marketing the materials through direct mailings, brochures, and a Web site; and coordinating with vendors and government officials, including Federal staff, printers, translators, video producers, and other contractors and government agencies.

**PaL-Tech**

**1998-2000**

*Writer/Editor*

- Wrote and edited articles for the *National Head Start Bulletin* on topics including health services, CHIP, early childhood education, services to low-income families, and training and technical assistance.
- Served as primary liaison between client, printers, and graphic designers.
- Developed print specifications and reviewed all final proofs.
- Developed reports and edited documents national for publication and distribution.

**Stafford High School**

**1998**

*Student Teacher, English*

- Designed instruction, including learning objectives, appropriate and engaging activities, and assessments, focusing on collaborative learning and individualized student instruction.

**Rocking Horse Child Care**

**1996-1998**

*Preschool Teacher*

## EDUCATION

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**2003-2006**    **University of Colorado at Denver**    **Denver, CO**  
*Masters of Arts, Instructional and Learning Technologies, Adult/Corporate Training*

**2001-2003**    **George Washington University**    **Washington, DC**  
*Certificate, Interactive Multimedia*

**1994-1998**    **Mary Washington College**    **Fredericksburg, VA**  
*Bachelor of Arts, English, Magna Cum Laude*  
Licensed Teacher (VA), grades 6 through 12, English endorsement

## PROFESSIONAL AFFILIATIONS

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The International Society for Performance Improvement, Front Range Chapter  
(ISPI-FRC)