

Michele Matossian

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Project Management • Instructional Design • Content Development • Web Design • Flash Animation • 3D Animation

- Current* **K12** Provo, UT [Senior Instructional Designer](#)
- Develop and revise storyboards, assessments and activities in collaboration with other specialists
 - Research, write and revise content incorporating feedback from users and academic reviewers
 - Create visual design specifications. Design animations, illustrations, interactivity and page layouts
 - Edit lessons for instructional soundness, pace, consistency of tone and style and general readability
 - Participate in usability testing of materials and incorporate results into lessons
- 2009* **Google** Mountain View, CA [Graphic Design Project](#)
- Currently designing logo for the Google Platforms Group
- Interact Medical** American Fork, UT [Senior Instructional Design Manager](#)
- Scoped e-learning solutions for **Asthmatx, Siemens, Ethicon, Healthpoint, Baxter and Medtronic**
 - Created storyboards, statements of work, and bid proposals in accordance with clients' specifications
 - Worked with subject matter experts and production team to meet clients' goals and objectives
 - Developed and delivered e-learning modules ahead of schedule and beyond client expectations
 - Contributed to design of internal bid processes to improve the speed and accuracy of proposals
- Stanford University Material Science & Engineering Department** Stanford, CA [3D Design Project](#)
- Developed 3D cover art for Nature Magazine article on recent medical nanotechnology research entitled, "Matrix-insensitive femtomolar-level multiplex protein detection" by Richard S. Gaster and Drew A. Hall
- 2008* **Stanford University Medical Center Department of Anesthesia** Stanford, CA [3D Design Project](#)
- Illustrated "The Operating Room of the Future" for the Department of Anesthesia Annual Report
- Impact Learning Systems** San Diego, CA [Instructional Design and Flash Animation Project](#)
- Estimated and developed major proposal for instructional design content creation and graphic design
 - Researched, interviewed SMEs, created lessons in Word, Flash and Captivate for **Kaiser Aluminum**
- 2007 – 2008* **Gordon Productions** *San Francisco, CA* [3D Modeling and Animation Projects](#)
- 3D medical modeling and device animations for **Endo Ventures** and **Bard Peripheral Vascular**
 - 3D medical modeling and digital painting for **Medtronic** and **NDO Surgical**
- 2006 – 2007* **Forterra Systems, Inc.** *San Mateo, CA* [Technical Writing Project](#)
- Scoped, estimated and designed major product documentation for pre-IPO virtual reality firm
 - Reviewed source code, wiki documents, videos, and copyright applications; interviewed SMEs
 - Updated documents in Visual SourceSafe; provided regular updates to all project stakeholders
- 2005 – 2006* **Ascom AG** *Solothurn, Switzerland* [Marketing Communications and 3D Animation Projects](#)
- Animated and produced product marketing video under contract to TST Communications
 - Wrote, illustrated and laid out customer newsletter on wireless communication operator products
- 1996 – 2005* **Autodesk, Inc.** *San Rafael, CA* [Instructional Design and Training Projects](#)
- Assisted in project planning and standards definition of Autodesk's award-winning e-learning project
 - Created executive prototypes of e-learning deliverables leading to project funding in excess of \$1M
 - Designed content, templates and cascading style sheets using SCORM-based reusable learning objects
 - Provided in-person and online interactive training to teams of product managers and external developers
 - Wrote software tool to batch convert existing tutorial document products to formatted web content
 - Created a 180-page tutorial on scientific visualization for NCSU Dept. of Graphic Communication
 - Revised in-box tutorials for 3ds max 4.0. Trained TechPubs staff on 3D Studio MAX 1.0
 - Awarded **Autodesk Faculty of Distinction 2000**

BOOK AUTHOR

- 1997 – 2004 **Peachpit Press** *Berkeley, California* **Book Author**, [3ds max Visual QuickStart Guide](#)
- Wrote, designed, and illustrated an international best-seller on 3d animation

TEACHING

- 2004 – 2005 **Mission College** *Santa Clara, CA* **Assistant Professor of Digital Art**
- Taught courses in graphic design, animation, and fine art using Photoshop and 3ds max
 - Produced videos of student artwork and animations for public display throughout the college
- 1999 – 2003 **Upper Austria University of Applied Sciences, Hagenberg College of Information Technology**
Department of Media Technology and Design *Hagenberg, Austria* **Visiting Lecturer**
- Taught intensive courses on art history, principles of design, creativity and 3d animation
 - Featured on ORF TV News of Upper Austria and international program “Hello Austria!”
- 1997 – 1999 **College of Marin** *Kentfield, CA* **Multimedia Studies Instructor**
- Headed the 3D Animation Program. Taught courses in graphic design, Photoshop and 3D animation
 - Awarded the *1998 Sigma Nu Epsilon Honor Society Award for Teaching Excellence*
- 1993 – 1994 **Eastern Michigan University** *Ypsilanti, MI* **Assistant Professor of Art**
- Taught painting, composition and design to graduate and undergraduate students
- 1991 – 1993 **Kalamazoo College** *Kalamazoo, MI* **Assistant Professor of Art**
- Taught painting, drawing, design and printmaking to graduate and undergraduate fine arts students
 - Served on Kalamazoo College Educational Policy Committee and Academic Computing Committee
 - Organized field trips; advised students, served as NY Arts Program campus advisor
 - *1993 Kalamazoo Faculty Travel Grant for study in Italy*
- 1990 – 1991 **University of Toledo at the Toledo Museum of Art** *Toledo, OH* **Instructor**
- Taught basic drawing and figure drawing to undergraduate fine arts students
- 1990 – 1991 **Washtenaw Community College** *Ann Arbor, MI* **Instructor**
- Taught basic drawing and figure drawing to undergraduate fine arts students
- 1989 – 1990 **University of Michigan** *Ann Arbor, MI* **Visiting Assistant Professor of Art**
- Taught still life, landscape and abstract painting to graduate and undergraduate students
 - Participated in faculty exhibition and solo exhibition of paintings
- 1988 – 1989 **Bowdoin College** *Brunswick, ME* **Visiting Assistant Professor of Art**
- Taught painting, drawing and printmaking to graduate and undergraduate fine arts students
 - Organized visiting artist lecture series and student and sponsored senior honors theses
 - *1988 Bowdoin College Research Grant for painting*

TRAINING

- 1996 - 2004 **SIGGRAPH 2004** “Teaching Art with 3D Software” and “Dharmadhatu: A Journey in Time” (premiere)
Autodesk Education and Kinetix 3ds max training for education customers and staff
Raytheon Corporation 3ds max training for educators and staff
Fair, Isaac, Inc. “Photoshop for the Web” for graphic design staff
Job Corp of California “Scientific Visualization with 3ds max” e-learning briefing for education executives
Ex’pression Center for New Media “E-Learning Design” e-learning briefing for education executives

CSU Sacramento Department of Computer Science “Computer Animation with 3D Studio MAX”
CSU Engineering Consortium 3ds max demonstration and technical discussion
North Carolina State University “Scientific Visualization with 3ds max” teacher training
Galileo Academy of Science and Technology “Scientific Visualization with 3ds max” training
CITEA 2001 Conference “Scientific Visualization with 3ds max”
ACTE 2001 Conference “Scientific Visualization with 3ds max”
New Media Conference 2000 “Getting a Quick Start with 3D Studio MAX” and “3D Web Animation”
3D Design Conference 2000 “Introduction to 3D Studio MAX 3”
Multimedia in Education 2000 Conference “Scientific Visualization with 3ds max”
E-Learning Networks 2000 “E-Learning Content Design Standards”
Thomas Paton and Associates 3ds max customer training
CAD Crafts / Id8 Media 3ds max customer training
VR Visions 3ds max training for Apple E-Learning
Klein Educational Systems 3ds max customer training
Autodesk Executive Briefing Center 3ds max demonstration for Japanese business executives
North Bay Multimedia Association “Collaborations in Medical Illustration” and “Recent Work”

PROJECTS

2009	“Gynecare Thermachoice® III Training”	Instructional Designer	Ethicon
2009	“Nanotech Antibody Detection”	3D Artist	Stanford Materials Science
2008	“Operating Room of the Future”	3D Artist	Stanford Anesthesia
2008	“Casting” and “Thermal Processes”	Instructional Designer	Kaiser Aluminum
2007	“Simon Nitinol Filter”	3D Animator	Bard Peripheral Vascular
2007	“Double Plication Technique”	3D and Photoshop Art	Endo Surgical
2007	“The Olive Art Path”	Technical Writer	Forterra Systems
2006	“QVoice Symphony”	3D Animator / Producer	Ascom AG
2004	“Dharmadhatu: A Journey In Time”	3D Animator / Producer	Natural Productions
2002	“Digital Dentistry”	3D Modeler	Digidentist
2000	“Modular Content Design Standards”	Lead Author	Autodesk, Inc.
2000	“Writing Style Guidelines”	Lead Author	Autodesk, Inc.
2000	“Scientific Visualization Tutorials”	Instructional Designer	Autodesk Education/NCSU
1999	“SimCity 3000”	3D Modeler	Maxis
1998	“Upper Sonographic Anatomy”	3D Animator	UCSF Medical Center
1997	“Musculoskeletal Imaging”	3D Animator	UCSF Medical Center
1996	“Steel Harbinger”	3D Modeler / Effects Animator	Sony PlayStation
1999	“Journey Into the Brain”	3D Modeler	Morphonix
2005	<u>Master Visually 3ds max 7</u>	Editor	Wylie Publishing
2004	<u>3ds max 6 Visual QuickStart Guide</u>	Book Author	Peachpit Press
2004	<u>Teaching Art with 3D Software</u>	Paper Author	ACM SIGGRAPH
2003	<u>3ds max 5 Visual QuickStart Guide</u>	Book Author	Peachpit Press
2001	<u>3D Studio MAX 4 Visual QuickStart Guide</u>	Book Author	Peachpit Press
2000	<u>Mastering 3D Studio MAX 3</u>	Contributing Writer / Editor	Sybox Publications
1997	<u>3D Studio MAX 3 Visual QuickStart Guide</u>	Book Author	Peachpit Press

EDUCATION

BA	Stanford University	Art and Anthropology
MFA	Boston University	Kahn Award for Painting