

professional strengths

Excellent oral and written communication skills refined over years of teaching, managing graphic design businesses, and computer administration. Skilled at practical analysis and creation of complex and detailed processes, followed by clear communication, allowing for effective problem-solving.

Tech-savvy with greatly varied experience. Created all materials for numerous courses, focusing on the topic as well as accessibility for students. Mastered graphic design software to design and produce all artwork for successful design firms. Specified, installed, and supported workstations, servers, and networks. Adept problem solver accustomed to learning new approaches as needed.

Teaching Skills

- Strong organizational skills
- Assessment of student learning outcomes
- Create engaging curriculum
- Quick learner
- Tech-savvy
- Integrating web applications into websites/LMS
- Creative problem solving

Technology Skills

- Canvas LMS
- Blackboard Learn LMS
- ScreenFlow
- Vimeo & YouTube: captioning and posting
- HTML/CSS
- Otter.ai transcribing
- Google G-Suite
- DropBox
- Adobe Acrobat
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Dreamweaver
- Microsoft Office Suite
- Cascade CMS

Design Skills

- Project Management
- Vendor Management
- Customer Service
- Graphic Design
- Art Production
- Web Design
- Detail-oriented
- File Conversion
- Job Estimating
- WordPress CMS
- Web Hosting Management
- Domains/DNS

education

Bachelor of Science, Computer Science

California State University, Chico

Emphasis: Computer Information Systems

Minor: Business Administration

Hartnell College: Salinas, California

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Teaching experience

Fifteen years teaching at the Community College and University Level in Northern California.

- Developed curriculum for each course utilizing zero-cost materials.
- Implemented hands-on approach to teaching design to encourage real-world application of skills.
- Designed and built full-course websites in WordPress.
- Addressed all questions in weekly student labs.
- Developed accessible resources (PDF, video).
- Utilized student feedback for ongoing course improvements.
- Successfully converted to distance education modality during COVID-19, implementing new systems for student engagement and utilizing Zoom for lab support.
- Utilized diverse teaching methods, including video, readings, and activities, to better engage students.
- Recorded, edited, transcribed, and posted video tutorials and lectures.
- Designed course content for distance learning.
- Designed, developed and implemented learning modules utilizing ScreenFlow, Photoshop, InDesign, HTML/CSS, WordPress, Canvas, and Blackboard Learn.
- Collaborated with peer instructors to assist in integrating technology in their teaching process.

AUG 2013 – PRESENT

Associate Faculty

California State University, Chico: *Chico, California*

- Aligned the course materials for Butte College and Chico State's web design classes to fulfill learning outcomes for both campuses.
- Converted MADT-222 to hybrid modality after returning to campus to allow larger student enrollment and take advantage of in-person, hands-on lab sessions.

Classes Taught:

- Brand Identity Design (MADT 435) 2023
- Design Thinking (MADT 102) 2021 – Present
- Basic Web Design (MADT 222) 2013 – Present
- Rich Internet Media Design 1 (MADT 314) 2016, 2018
- Online Presentation of News & PR (JOUR 355) 2017

JAN 2008 – PRESENT

Associate Faculty

Butte College: *Oroville, California*

Classes Taught:

- Graphic Design 1/2 (ART 31/34) 2020 – Present
- Intro to Computer Graphics (MSP 96) 2020 – Present
- Photoshop for Designers (MSP 51) 2019 – Present
- Interactive Web Design (MSP 5) 2008 – Present
- T-Shirt & Promo Product Design (MSP 68) 2017 – 2019
- Multimedia Production 1/2 (MSP 74/75) 2016 – 2018
- Desktop Publishing (BCIS 47) 2010
- Computer Applications Workshop (BCIS 188Z) 2009

JULY 2009 – DEC 2011

Instructor & Partner

TechCamp: *Chico, California*

Advanced tutoring and private courses in graphics applications for professional users (Dreamweaver, InDesign, Photoshop, Illustrator).

- Assessed training needs and tutored to increase clients' skill level

professional experience

More than 30 years of design and art production experience, including 22 years creating online content.

- Designed and produced business print materials.
- Designed and developed professional websites.
- Managed print vendors from initial estimates through press checks and final delivery.

JUNE 2003 – PRESENT

Graphic Designer/Business Owner

Michael Hayes Design: *Chico, California*

- Conceptualize, design and produce websites and print collateral for small- to medium-sized businesses.
- Projects include logos, websites, print ads, signage, print catalogs, and product labels.
- Manage all aspects of a small business, including job estimating and client relations.
- Direct creative output from freelance designers, illustrators, and web developers (independent contractors).
- Maintain content and hosting for client websites.
- Train clients to update WordPress websites.

MAR 2011 – DEC 2014

Creative Director/Partner

Oxbow Rising: *Chico, California*

- Managed all aspects of design including the creative process, vendor management, and staffing.
- Worked collaboratively with the Marketing Director to ensure that creative solutions meet the clients' needs.
- Projects included corporate identity, websites, web banners, HTML email, print ads, new product development and branding, and marketing collateral.

JUNE 2000 – DEC 2003

Graphic Designer/Partner

fourGdesign: *Chico, California*

- Designed websites and print graphics for small businesses including logos, websites, print ads, and billboards.
- Produced all print collateral and managed print vendors.

certifications

Blackboard Certified Online Instructor

Butte College: *Oroville, California*

CCC Distance Education Certification

Butte College: *Oroville, California*