

aniruddh mukerji

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JOB OBJECTIVE

Career in instructional design creating innovative training solutions utilizing strong background in *visual and information design* and graduate education in instructional design and technologies

CAREER HIGHLIGHTS

- Conducted needs assessments and designed instructional materials using appropriate pedagogical strategy for prestigious University and Industry projects.
- Created effective eLearning courses in a range of industries including **healthcare, IT and manufacturing**.
- Developed classroom training and print materials at **LeapFrog** Enterprises for their new product Leapster.
- Co-founded a boutique graphic and exhibit design firm that executed projects worth a **quarter million dollars** in a brief period of two years.

PROFESSIONAL EXPERIENCE

Contract Project Manager/Instructional Designer, re-Mind, San Francisco **Oct 2004 - Present**

Member of a project team creating an online course for **Kaiser Permanente**. Primary responsibilities include all course related client interactions and instructional design for the course.

- Writing storyboards and scripts for an online course for a new Project Management Enterprise application
- Interacting with the trainer and auditing current 'sametime' synchronous training session for the course to understand the scope and content of the course
- Reviewing existing technical documentation and corporate process documentation to define course content

Contract Project Manager/Instructional Designer, Emantras, Fremont **Aug 2004 - Sept. 2004**

Member of a project team responsible for developing direct-to-market courses for healthcare professionals. Primary responsibilities included instructional design for the courses and managing an offshore development team.

- Led a project team developing online **nurse training** courses based on **JCAHO** accreditation requirements for healthcare organizations
- Conducted needs assessment and audience analysis for these courses
- Interacted with healthcare professionals including Nurse trainers to define the scope for the courses
- Reviewed JCAHO protocol documents to develop content for a course based on the '*Universal protocol for preventing wrong site, wrong person and wrong procedure surgery*'
- Designed storyboards, scripts and quizzes for this online course
- Managed an offshore project team comprised of content experts, illustrators and flash developers to build the online course
- Presented the online course to training managers and prospective buyers at an eLearning expo

Contract Instructional Designer, Vitesse Learning, San Francisco **Jun 2004 - Aug 2004**

Member of an instructional design team working on a large eLearning project for **Corning Glass**. Primary responsibilities included creating storyboard, scripts and courses for the project.

- Wrote ten contact-hours of online instruction (manufacturing training courses)
- Created short courses based on existing technical documentation using the Macromedia Breeze platform
- Wrote storyboard/script and quizzes for complex flash based courses
- Worked with a team of graphic designers and software developers to build these courses
- Participated in weekly reviews to make the course development process more efficient in order to meet strict deadlines set by the client

Developer Support and Training Intern at LeapFrog, Emeryville **Jan 2004 - May 2004**

Member of an internship team, responsible for developing a training program for developers of a new **LeapFrog** product called the **Leapster**.

- Performed a needs assessment study to assess the training needs of the target audience
- Researched the Leapster production process through interviews with LeapFrog staff and existing documentation
- Created documentation and training materials for the Leapster production process
- Audited training courses and provided coaching to trainers to increase the effectiveness of classroom training sessions

Contract Visual/Web Design Consultant, Berkeley**Mar 2000 - Aug 2002**

Provided website identity, information architecture and site design services to a variety of clients including Arts without borders Group, Celsius Entertainment and WisdomToGo.org. Created ecommerce, corporate and promotional websites.

- Defined creative strategy and architected web sites including creating navigation, nomenclature, site maps, and functionality specifications
- Conducted and analyzed feedback from user testing
- Executed all front-end development and facilitated back-end implementation

Creative Director and Partner, Design Aid, New Delhi**Jan 1997 - Mar 2000**

Co-founded **Design Aid**, a boutique exhibit and graphic design practice in New Delhi, India. Designed and developed effective spatial and visual design programs for a variety of clients including governments, non-profits, start-ups and Fortune 500 corporations. Highlights include **two award-winning projects in international fairs** and a mixed media event conceived to launch a new Enterprise server line for **Hewlett Packard**, India.

- Collaborated with partner on defining creative strategy on all projects and supervised the design, production and execution of environmental, publication and multimedia graphics for these projects
- Ran the design studio handling daily operations such as proposal writing, new business generation, vendor interviews, partnership development, hiring and accounting
- Served as account manager, leading meetings and presentations, tracking schedules and budgets and communicating with clients
- Maintained an office of three fulltime employees plus freelance designers and content specialists
- Organized a vendor network to execute and erect the designs created, offering clients a turnkey/design build service and ensuring consistent quality and timely delivery of products.
- Delivered significant value and quality through my work and built strong long-term relationships with clients leading to recurring engagements.

Project Designer, Spazio Design, New Delhi**Feb 1995 - Dec 1996**

Worked on a range of commercial, industrial and interior design projects as a project designer/architect. Job responsibilities included preparing stage and final working drawings, building site supervision and project coordination. Worked directly under the supervision of the principals of the firm. Highlights include factory buildings for Dana Corporation and Interarch Building Products.

EDUCATION**M.A. in Education with concentration in Instructional Technologies****2002 - 2004**

San Francisco State University, San Francisco, California.

- **Graduate Creative Work Project:** Created an instructional website and online resource, **Comicslab**, to enhance peoples' understanding of the art, theory, and mechanics of comics
- Worked on a prestigious **SFSU/ NASA Ames** project assessing Teacher and Student Needs in Science and Math Education at the Middle School level. Co-wrote final needs assessment report for the project that was awarded a perfect score: 100/100 points in the Needs Analysis Graduate Course in the ITEC program
- Conducted a needs assessment study to identify performance gaps in students in a graduate class at the TESOL department at **San Francisco State University**. Designed an instructional unit based on study findings that outlined a more collaborative problem-solving approach to instruction in the class (Work samples available at portfolio website: www.aniruddhmukerji.com)

Bachelor of Architecture (B. Arch.)**1989 - 1994**

School of Planning and Architecture, New Delhi, India.

COMPUTER SKILLS

Adobe Acrobat / PageMaker/ Premiere/ Photoshop
AutoCAD R14, FormZ
Apple Final Cut Pro/iMovie
Macromedia Dreamweaver/Fireworks/ Flash/Freehand
Microsoft Office/ Excel /PowerPoint/Word
OS: DOS, Mac OS, Windows 3.x, Windows 95, Windows 98, XP
Familiarity with CMS, LMS and LCMS applications (Evaluation and Specification)

AWARDS

1989-94 Won architecture quizzes at SPA and NASA (National Association of Students of Architecture)
1997 President's Gold Medal, Punjab Pavilion, India International Trade Fair '97, New Delhi, India
1998 Gold Medal, Punjab State pavilion, Agrotech '98, Chandigarh, India