

GEORGE R. BRADFORD, Ph.D.

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SUMMARY OF QUALIFICATIONS

Over 25 years experience supporting education at charter and traditional K-12, Jr. College, Universities, and businesses. Also managing projects to analyze business processes and requirements and to design instructional and performance support solutions and strategies.

P/L experience managing business as well as service projects, supervising employees, and developing business relationships. Conducted front-end analysis projects for more than 10 global organizations.

Support acquisition and implementation of university evaluation system. Support Bachelor of Nursing program redesign. Lead effort to develop new technology and approaches to analyze Health Sciences curricula in Nursing, Occupational Therapy, and Medical Radiation. Lead planning and development of technology enhancements in Health Sciences, such as virtual classroom use, lecture recording systems, e-Portfolios, learning management systems, integrated formative evaluations, Web2.0 technologies, and technology to support authentic summative evaluations.

Support development and delivery of university faculty training for developing online coursework using Blackboard and Moodle for many disciplines at both undergraduate and graduate levels. Experience writing business communication documents, proposals, and marketing plans.

Knowledge of PC and Mac Operating Systems. Experience in many technologies, such as HTML scripting, MS Office, graphics, video, and audio manipulation software, Open Source technologies, and Web2.0 applications.

Ph.D. in Instructional Technology from the University of Central Florida. Master's degree in Educational Technology from San Diego State University, and Bachelor's degree in Business and Economics from UC Santa Barbara.

PROFESSIONAL EXPERIENCE

2011- PRESENT LEARNING & TEACHING UNIT, UNIVERSITY OF SOUTH AUSTRALIA, **Academic Developer**

2010 COLLEGE OF EDUCATION, DEPARTMENT OF INSTRUCTIONAL TECHNOLOGY, UCF, **ADJUNCT FACULTY**

2009 CACI, INC, **CONTRACT SENIOR RESEARCH ASSISTANT – BLENDED LEARNING INITIATIVE**

2007-2011 COURSE DESIGN & DEVELOPMENT, UNIVERSITY OF CENTRAL FLORIDA, **INSTRUCTIONAL DESIGNER**

2003-2007 COMPUTER SCENE, **BUSINESS OWNER**

2002-2003 UC DAVIS EXTENSION, **CONTRACT INSTRUCTIONAL MATERIALS EDITOR FOR DISTANCE EDUCATION PROJECTS**

2002 INTEL, INC., **CONTRACT PROJECT MANAGER AND INSTRUCTIONAL DESIGNER**

1998-2001 RWD TECHNOLOGIES, INC., **SENIOR ANALYST**

1996-1998 EDS HUMAN PERFORMANCE SERVICES, **ADVANCED TRAINING SPECIALIST**

1993-1996 SAN DIEGO STATE UNIVERSITY - COLLEGE OF EDUCATION (COE) AND THE LANGUAGE ACQUISITION RESOURCE CENTER (LARC), **EDUCATIONAL TECHNOLOGIST**

1988-1992 TOPGRADE MARKETING - SWEDEN, **PRODUCT SUPPORT MANAGER**

1991 ÖSTRAGREVIE JR. COLLEGE - SWEDEN, **INSTRUCTOR**

1985-1988 TELIA (FORMERLY SWEDISH TELECOM), **TECHNICAL MARKETING SPECIALIST**

EDUCATION

2010 **Ph.D.**, INSTRUCTIONAL TECHNOLOGY, UNIVERSITY OF CENTRAL FLORIDA

1995 **M.A.**, EDUCATIONAL TECHNOLOGY, SAN DIEGO STATE UNIVERSITY

1984 **POST GRAD. ACADEMIC CERT.**, APPLIED LINGUISTICS & TEACHING ESL, SAN DIEGO STATE UNIVERSITY

1981 **B.A.**, BUSINESS AND ECONOMICS, UNIVERSITY OF CALIFORNIA AT SANTA BARBARA

EDUCATION, CONSULTING EXPERIENCE, & TECHNOLOGY

MANAGEMENT & SUPERVISORY EXPERIENCE

- Management** Turn around technical services and product sales business. Responsible for employees and contractors. Develop new business and supply chain channels. Develop perception of quality, consistency, and reliable service offering.
- Project Management** Lead instructional designers, web developers, technologists, writers, and graphic specialists in University and the private sector in many projects covering program, course, and online help system designs, as well as technical marketing covering Computer Aided Design applications and corporate communication systems.

PROFESSIONAL EDUCATION

A+ and Networking+ Certification Training, New Horizons Computer Training Center

Microsoft Windows 2000 Network and Operating Systems Essentials, New Horizons

Consultative Marketing, Proposal Writing, Information Mapping, Web Page Creation and HTML Coding, Ventix Systems Technical Integration, Documentum, Artificial Intelligence, Expert System Development, Data Communications, Large Customer Digital PBXs, Telecommunications Networking, Advanced Data Communications

CONSULTING CLIENTS BY BUSINESS SECTOR

- Manufacturing** GM, Otis Elevator, Pioneer Hi-Bred, Weyerhaeuser, Bechman Coulter, Toyota Motor Sales
- Financial Services** GATX Capital, The Capital Group
- Education** Stanford University, UC Davis Extension
- Information Technology** Solvay Information Technologies, SolArc, StorageTek, IBM Storage Technologies Div
- High Tech** Advanced Micro Devices (AMD), Intel Corp.
- Consumer Products** Fort James Corporation, Coca-Cola
- Energy** Lyondell, Halliburton
- Healthcare** Catholic Healthcare West, Blue Shield of California
- Public Services** County of Sacramento, Calif. Dept. of Rehabilitation

TECHNOLOGY COMPETENCIES

- Operating Systems** MS Windows XP, 7, Server 2003, Macintosh OS X
- MS Office Suite** Microsoft: Word, Excel, Powerpoint, Project, InfoPath
- Graphics** MS Visio, Paintshop Pro, Photoshop, Paint.Net
- Production & Layout** Adobe Acrobat, Publisher
- Web Development** HTML, Dreamweaver, RoboHelp, JavaScripting, MS SharePoint Portal, learning PHP, SQL
- Open Source** Drupal, LimeSurvey, b2Evolution, Moodle, Mahara
- Video/Audio** Studio 9, Premiere, Audition, DVD Authoring Tools
- Specialized** Blackboard, Moodle. Adobe Connect (Virtual Classroom), Echo360, Tegrity (Lecture Capture Systems), SoftSim, Adobe Captivate (Simulation Generators)
- Networking** Wired, Wireless, Bridges, Extensions, Routers, LAN, WAN
- Hardware** PC Repairs, Configurations and Builds, Server Setup and Maintenance