Eileen McMahon, Ed. M.

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Professional Experience:

UMass Boston, Dorchester, MA
Senior Instructional Designer/Trainer, 4/02 – present
Responsibilities include supervising an instructional design lab staffed by grad students, developing and modeling new e-learning pedagogies, develop new tools lead faculty development programs, participate in strategic planning events for university wide activities, develop strategic plans for e-learning at UMB, plan and implement strategies for adoption of new educational technologies, manage special projects and other duties

Vivid Form Designs, Los Angeles, CA and Boston, MA
Consulting Services Company specializing in developing and producing interactive educational media for children
President 1991 - 2002
Selected Consulting Projects:

Mazer Digital Media, Charlestown, MA
Producer/Designer 8/98 – 11/01
• Produced *Mission Comprehension* Españo*l* CD-ROM for McGraw Hill
• Produced *Investigations* a series of educational CD-ROM's for Scott Foresman
• Managed production team including programmer, testers and graphic artists

NBC Digital Productions, Burbank, CA
Contract Executive Producer/Designer 1/98 - 5/98
The Tonight Show with Jay Leno web site http://*nbc.com/tonightshow/*
• Redesigned the web site and doubled traffic
• Developed marketing and advertising campaigns
• Managed programming and creative staff

AQMD, Diamond Bar, CA
Contract Producer/Writer Kids AQMD web site 4/97 -12/97
A state environmental agency
• Designed and wrote script for Kids web site *http://www.aqmd.gov/kidspage/*
• Managed graphic artists and programmers

Public Broadcasting System, Alexandria, VA
Web Designer/Producer 9/96 - 11/96
Headquarters for the National Public Broadcasting System
• Developed, designed and produced PBS Kids web site *http://www.pbs.org/kids*
• Hired and managed the programmers and graphic artists

Activision Studios, Los Angeles, CA
Contract Producer 6/93 - 8/94
An interactive entertainment company
• Produced *Richard Scarry Best and Busiest* CD-ROMs
• Managed production team including programmers, testers and graphic artists

Kids Energy , Arlington, MA
Curriculum Developer 5/01 – 12/01
• Developed on-line curriculum and learning materials for educational web site http://www.projectpower.com/

Disney Interactive, Glendale, CA
Development Consultant 10/98 – 1/01
• Designed the Active Learning components for games and activities in *Mickey Mouse Preschool*, *Mickey Mouse Toddler*, and *Mickey Mouse Kindergarten* Titles

Universal Studios, Studio City, CA
Development Consultant 1/95 – 10/97
Snoopy Studios Theme Park, Universal Studios Japan
• Designed interactive special effects for Snoopy Studios at Universal Studios/JA

Sony Tri-Star/CBS, Los Angeles, CA
Development Consultant 3/97 - 10/97
Television Production
• Established educational goals for *Wheel of Fortune 2000*
• Participated in the creative development of the set, characters, game stunts and show logo
• Established the kid's advisory board for *Wheel of Fortune 2000*

Disney On-Line, Burbank, CA
Contract Writer/Designer 6/97 - 9/97 http://www.disney.com
Interactive division of the Walt Disney Company
• developed original concepts for a new premier on-line service
• designed and wrote original games and stories for new service
• wrote and designed puzzles

Purple Moon, Palo Alto, CA
Writer/Game Designer 7/96 - 9/96
A children's interactive media company
• developed original characters and stories
• wrote interactive scripts for *The Secret Path in the Forest*

Digital Domain, Venice, CA
Writer/Game Designer 3/96 - 7/96
A film, television and new media production company
• designed the authoring tool, interface, storytelling model and games contained in *The Book of Virtues,* CD-ROM

Turner New Media, San Francisco, CA
Game Designer/Development Consultant 5/96 - 9/96 *http://turner.com*
A division of Time Warner
• designed the games and activities contained in a virtual world on the world wide web for 8 - 12 year olds featuring classic Hanna Barbera characters
• established FCC "friendly" advertising guidelines
Lightspan Partnership, Carlsbad, CA
Development Consultant/Game Designer 1/95 – 1/98
• developed interactive educational programming for K – 12 including *Mona and Mokie, Stratus, Google, Mars Moose, The Quaddle Family*

Sundance Institute, New Media Initiative, Salt Lake, UT
Development Consultant 9/94 - 5/95
A foundation for media artists
• helped to design and establish The Sundance Interactive Fiction Lab program
• produced the Sundance Interactive Fiction Lab retreat
• produced the interactive fiction panels for the Sundance Film Festival '95

Activision Studios, Los Angeles, CA
Writer/Game Designer 1/94 – 1/95
Muppet Treasure Island CD-ROM

Voyager Press: The Criterion Collection, Santa Monica, CA
Writer/Designer 7/91 - 6/92
A interactive production company
• wrote and designed *I Love Lucy* and *The Great Escape* laser discs

Multimedia Research, Bellport NY 1990 - 2000
 Designed and implemented numerous formative and summative research projects for interactive educational projects for clients like NPR, PBS, national Science Foundation and others.

Art and Technology, Glendale, CA
Executive Producer 6/90 - 7/91
• Produced interactive exhibits for theme parks including Universal Studios and Disney
• Managed production team of engineers, graphic designers and installers.

Lotus Development Corporation, Cambridge, MA
Executive Producer/Media Manager 3/87- 9/89
• developed and implemented creative concepts for film, television and multimedia
• operational and fiscal responsibility for department of 15 people
• managed staff of 15

Atlantic Corporate Communications, Framingham, MA
Executive Producer 5/83 - 2/87
• managed the development and production of corporate television production
• managed production teams consisting of videographers, graphic artists, lighting designers, and video editors

Cooper and Company, NY, NY
Commercial Spot Producer 8/81 - 5/83
• produced commercial spots for national television

Teaching:

UMB, Boston, MA Instructor, Instructional Design and Communication classes, '2002 - present
UCLA Writer's Program, Westwood, CA, Instructor, Writing & Designing for Children's Interactive '93-1998
UCLA Entertainment Studies, Westwood, CA, Instructor, Producing Children's Interactive Media, '93 - 1998
American Film Institute, N. Hollywood, CA, Instructor, Designing and Writing for Interactive Media, '92–1998

Professional Conferences:

- *Kuali: Open & Community Source*, (Event Producer) NERCOMP SIG MTG., Amherst, MA February 2006
- *The Secret of Selective Release*, (Speaker) NERCOMP WEBCT SIG MT., NERCOMP, '06
- *Diving into WebCt: Implementation Strategies*, (Speaker) NERCOMP WEBCT SIG MTG, NERCOMP, May '06
- *The Secrets of Selective Release Criteria in WEBCT Vista*, (Speaker) WEBCT Impact Conference, Chicago, Il. July 2006
- Web 2.0 Has Hit the Beach: An Introduction to Social Software Tools and Their Impact on Digital Curriculums, (Speaker) (ICEA-New England Region conference, Stowe, VT Oct. 2006
- *Fun and Games with Selective Release. (*Speaker) BbWorld, Boston, MA July 07
- *Mashing Web 2.0 Content into Vista Courses,* (Speaker) BbWorld, Boston, MA July 07
- *Mashup tools overview – Introduction to the Various Programming Tools Used to Create Mashups* (Speaker) Nercomp, Worcester, MA April 07
- *Mashing Web WEB 2.0 Content into Your Course*, (Speaker), UMass Tech Conference '07 Sturbridge, MA, May 07
- *Learning from Video Games: Designing Digital Curriculum*, (Event Producer) NERCOMP SIG MTG. Southbridge, MA, Oct. 2007
- *Learning from Video Games: Designing Digital Curriculums*, (Presenter) Sloan C, Orlando, FL Nov 2007

Associations:

NerComp, North East Regional Computing Program
 Special Interest Group Leader 2004 – present
 OSCELOT, Open Source Community for learning Objects and Tools
 Member July 2007 - present

Education:

School of the Museum of Fine Arts, Boston, MA
Certificate program in Graphic Design 1998 - 2000 (part-time)
Harvard University Graduate School of Education, Cambridge, MA
Ed. M. technology in education concentration, June 1990
Bennington College, Bennington, VT
B.A. Literature/Theater, June 1981