

## Perry Whittle

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### Summary of Qualifications:

**Creative Director** with a record of driving top-line growth by establishing and building successful new e-learning products and client relationships. Innovative leader and creative director who has developed and implemented successful leading-edge and state-of-the-art approaches to e-learning. Expertise in directing and leading international and national development teams. Collaborates with consultants in the learning, creative, and technical fields to meet corporate goals and client objectives. Extensive expertise in client presentations, product development, employee and consumer e-learning, web-based delivery of training, multimedia, and graphic design. Delivers and works with performance-based instructional design, learner-centered design, behavioral, cognitive and constructivist learning approaches. Extensive experience working on over 100 e-learning courses and web-based projects ranging from \$20K-\$15M.

### Professional Experience:

#### Whittle Productions, San Francisco, CA

2007-Present

##### Owner/E-Learning Consultant

- Provides digital media and e-learning services to various clients. Works with clients to design, develop, and deliver multimedia and e-learning projects and services to enhance the quality of the user experience thus increasing the perceived value for the client's product.

#### newMentor, San Francisco, CA

2005-2007

##### Creative Director

- Designed and enhanced newMentor's website and intranet sites. Provided web and multimedia design consulting and services to newMentor's clients, accurately reflecting the client's organization's goals, objectives, and identity. Increased client base over two years thus increasing revenues by \$2M.
- Provided strategic direction and concept development for online projects, including web graphics, graphical user interface (GUI), interactions, animations, and audio from concept to implementation using design and authoring tools such as Photoshop, Dreamweaver, and Flash.
- Developed and managed workflow for and provided training and technical support for an international team of subject matter experts who developed medical content for healthcare publishers such as Thomson Micromedex and MedSN. Used management, collaboration, and presentation tools such as Documentum eRoom Content Management System, WebEx meetings, PowerPoint, and Excel.
- Directed cross-functional design and development teams in the conception, design and execution of visual and interactive materials for web design and e-learning projects. Translated business objectives into interactive creative solutions. Client list included Abbott Vascular, Ortho-McNeil, Vitesse Learning, and Dr. Cynthia Bulik.
- Created and executed creative concepts for interactive media, including web sites, presentations, web-based and CD-ROM based e-learning courseware.
- Managed the reengineering of the company's business model to deliver premium medical content to healthcare and life sciences industries, which increased revenues.

#### Convergys (formerly DigitalThink, Inc.), San Francisco, CA

1999-2005

##### Creative Director (2003-2005)

- Worked with national course design teams (Creative Strategists, Learning Strategists, and Project/Program Managers), and led and directed national and international course development teams in US and India (Multimedia Designers, Web Designers, and Web Producers) in the design and development of e-learning courseware. Reported company revenues for courseware sales

FY2003-FY2005 was \$76.1M. Partial client list included Nokia Enterprise Solutions, EDS, State of Texas, Autobyte, newMentor, and Ingersoll Rand.

- Co-designed and co-developed products over six years, resulting in a quarterly revenue growth from \$690K (Q4 1999) to \$630M (Q2 2005).
- As key member of course design team, used Realtime Design and Development (RD&D) e-learning development process with clients to design training courses.
- Directed design and development of visual aspects of assigned courses, including GUI for interactive web sites, meeting client brand requirements, timing of animations, quality of audio, color balance of photographs, and visual interest.
- Oversaw the development of concept boards/storyboards, presentation materials, etc. for projects, and presented design concepts and rationale to clients and development teams.
- Developed innovative “game-based” and exploratory learning activities which were incorporated into various courses. Example: Timeline discovery and board-game activities, both used in a new-hire orientation course for Ingersoll Rand.
- Co-led asset management committee that researched, implemented, and managed a digital asset management system (MediaBin). Developed and added metadata for over 168,000 digital photographs, illustrations, and audio files.
- As key member of Design Partners initiative, worked to improve understanding and efficiency between US-based design teams and India-based development teams.
- Chosen for newMentor project because of experience and professional presentation. Chosen for team to learn simulation-based training process from Cincinnati office and introduce in San Francisco office. Chosen to lead State of Texas project, the first huge Convergys sale containing DigitalThink learning component.
- Consulted with clients to determine objectives: business, learning, design, and technology. Advised clients on visual design and user interface design issues to meet those objectives. Facilitated discussions with clients to discover and validate learning objectives, design preferences, and learning interaction options. Determined, presented, and justified scope of different design options. Presented development and final versions of designs to client.
- Guided and mentored less experienced team members.

#### **Creative Strategist, Design and Development Division (2002–2003)**

- Key member of the Design Strategies & Technologies (DS&T) research and development team who collaborated with three Learning Strategists, and two Creative Strategists in the conception, design, and execution of course templates and explanatory materials. Materials were utilized by Sales, Marketing, Design, and Development teams as prototypes to generate sales, educate clients, speed design and production of courses. Reported company revenues for courseware sales FY2002-FY2003 was \$199M.
- Developed prototype and template for standard course implementation using new proprietary SCORM-compliant delivery platform, “L5.” Developed prototype of custom course for new L5 delivery platform, using innovations and high-end activities, including: Role-based paths, simulation-like branching within activity, choice-based variation in course path, animations, audio, and test-based variation in course.
- Led and managed development of LEAP: a web-based library of reusable learning interactions including examples, source code, and classifications.
- Developed standardized course architectures (Expert Course Designs) for common types of courses, including: created sample interactions, demonstration courses, information packages for Sales and Design teams. Mentored and consulted with Design and Development teams assigned to implement Expert Course Designs.
- Assisted in developing new code base and Flash interaction templates. Performed object-oriented ActionScript programming under the guidance of code architect; consulted on GUI design; guided and mentored less experienced team members.

#### **Creative Strategist, Custom Course Development Division (2000–2002)**

- Worked with national course design teams, and led and directed national and international course development teams in US and India in the design and development of e-learning courseware. Reported company revenues for courseware sales FY2003-FY2005 was \$76.1M. Partial client list included The Gallup Organization, Kinko’s, McDonald’s, and Marsh & McLennan.

- Designed and developed custom multimedia web-based training for sales teams, management teams, business operations, and end users. Assisted clients in developing curriculum for many of their courses. Applied graphic design, GUI, web design, learning, and interaction principles and methodologies to the design and development process.
- Facilitated design review meetings with clients. Reviewed the RD&D process with clients. Led clients through exercises to develop performance objectives for a portion of courses.
- Chosen to be Creative Strategist on first joint Digital Think-Learning Byte course after DigitalThink acquired Learning Byte (Babich). Kinko's "Selling Kinko's DocStore 2.0" won Excellence in E-Learning Gold Award (2002). Amdahl's "Managing within the Law" presented at ASTD TechKnowledge 2000 conference.

#### **Web Designer, Custom Course Development Division (1999-2000)**

- Led web design and development of state-of-the-art e-learning courses. Partial client list included Adobe, Amdahl, and E.piphany.
- Projects included development from concept to implementation including web graphics, animation, audio, and interaction using design software and authoring tools such as Flash, Photoshop, Fireworks, Illustrator, Director, and JavaScript.
- Performed Quality Assurance (QA). Logged issues in defect tracking database; ran reports; assigned, verified, and/or resolved issues.
- Guided and mentored less experienced web designers and team members.

#### **Anshen+Allen, Architects, San Francisco, CA**

**1988–1999**

##### **Publication Coordinator (1996–1999)**

- Reported to the media services group and was a member of a four-person team that designed and developed all marketing publications for the company. Led web site creation and maintenance efforts. Prepared art for online production; designed and developed web pages; created internet and intranet content. Designed and produced paper and electronic presentations including marketing and project presentations, architectural drawings, and technical specifications. Designed and wrote instructional pamphlets for staff.

##### **Word Processor and Desktop Publisher (1993-1996), Word Processor/Marketing Department Computer Operator (1991-1993), Word Processor (1989-1991), Word Processor (1988-1989) (part-time)**

#### **Whittle Productions, San Francisco, CA**

**1987-Present**

##### **Owner/Graphic Designer/Web Designer (part-time)**

- Provided graphic design services to various clients. Designed and developed marketing and concepts and collateral. Please see [www.perrywhittle.com](http://www.perrywhittle.com) for details.

### **Education and Training:**

#### **Lawrence University, Appleton, WI**

BA, English Literature, Magna Cum Laude; Minor in music theory and composition.

**Identity Design;** California College of Arts and Crafts (now California College of the Arts). Nicholas McNeil, instructor. 1999. **ADIM (Art Directors Invitational Master Class) 5 Conference:** Russell Brown (Photoshop 7.0), Jack Davis (Painting with Photoshop), Julieanne Kost (Illustrator 10.0), Tim Cole (InDesign 2.0), Sandy Alves (ImageReady), Michael Ninness (LiveMotion 2.0), Adam Pratt (GoLive 6.0), instructors. 2002.

### **Technical and Electronic Design Skills:**

Mac OS and Windows. Expert in Photoshop, Flash, FreeHand, Illustrator, InDesign, Soundtrack Pro. Proficient in Word, PowerPoint, Excel, Dreamweaver, Captivate, Director, Fireworks, ImageReady, Final Cut, HomeSite, BBEdit, Audacity, SoundStudio, and other business, graphics, audio and web design applications. Experienced in scripting applications to automate repetitive tasks, in addition to using code to create web-based interaction. Proficient in scripting languages ActionScript, Photoshop Actions, AppleScript. Historical experience in Visual Basic for Applications, JavaScript, Lingo, HyperTalk, PM Script.