

Jean M. Haefner

haefnerje@uwstout.edu | N5970 County Road Q | Menomonie, WI 54751 | home: (715) 665-2056 | cell: (715) 781-2405 | www.jmhaefner.com

Highlights of Qualifications

14 years Web and interactive design experience for education and the private sector including:

4+ years teaching design and multimedia -UW-Madison, UW-Platteville, and UW-Stout

- 4+ years augmenting F2F courses with online materials within a CMS for blended learning
- 1 year advising graduate students -UW-Madison
- Development of Interactive CD-ROM Yearbook and Internet platforms -UW-Platteville
- Curriculum Development -UW-Platteville Graphics and Multimedia Emphasis
- Lab Mod Grant -Equipment and Software Recommendations and Purchase -UW-Platteville
- Darkroom lab and student supervision -UW-Platteville

5 years online course design, consulting with faculty, departments, colleges -UWLI

- Professional multimedia experience: sound, video, film, animation, and computer graphics
- Consulting, and training for faculty, staff, and students
- Web Concept Design, Usability standards, and testing
- Project team management, development and production for interactive CD-ROM and internet
- International and National conference presentations on video conferencing
- Student hiring, and supervision

4+ years development for academics through a Title III grant -UW-Stout

- Workshop planning and presentation
- Student hiring, and supervision for e-Portfolio Initiative
- International and National conference presentations on e-Portfolios

Minneapolis/St. Paul Regional SIGGRAPH Chair since 8/08 of, Vice Chair Org. 5/06

Education

University of Wisconsin-Madison, School of Education
Computer-Mediated Art; Interactive Forms, Multimedia and Video
Master of Fine Arts -May 1997

University of Wisconsin-Madison, School of Education
Photography, and Advertising Design
Bachelor of Fine Arts -August 1990

Ph. D. Student in Education –Educational Technology Specialization
Walden University
Intended Graduation Date: 2011

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Professional Experience

Technology-Based Curriculum Designer

University of Wisconsin – Stout, 1/05 to Present

Member of the project-based Title III grant team. Duties include e-Portfolio app research and sustainable e-Portfolio design and development in consultation with a diverse group of students, faculty and staff on e-Portfolio design types; blogs, Word, open source, third party, Web 2.0 tools, and CMS for student use. Development and information design of the Title III grant Web site and others, using Dreamweaver templates. Development of “e-Links!” a laptop application using Macromedia Flash, Life-cycle update of the Continuous Improvement web site and TLC Web site, prototype development for New Transfer Student Web site, and Calendar Bot – designed to be built into the Operating System to inform students/faculty of academic deadlines. Training material development for students and faculty on e-Portfolios. Student supervision. Assessment Institute planning: D2L and survey development, and presenter. Faculty and student training.

Adjunct – Multimedia Design

University of Wisconsin – Stout, 8/05 to Present

Responsible for the Department of Art and Design Web site redesign as part of the Public Relations and Fund Raising Committee. Augmented courses in Desire 2 Learn. Faculty attending the SIGGRAPH Student Group.

- Game Design & Development 101 – Introduction to principles of video & computer game design and development. Students design and develop games, analyze popular games, and learn about various aspects of the game industry. Students learn about game design principles, story development, visual art production and programming.
- Digital Imagery 220 – Creative use of digital technology: the design of 2D images and illustrations in both hard copy and digital formats, using bitmap, vector, layout programs, and HTML editors. Use of InDesign, PhotoShop, Illustrator, and a HTML-based software applications. Applications: PhotoShop, Illustrator, InDesign, ImageReady, Dreamweaver, FTP.
- Advanced Computer Imagery 325 – Digital design of two dimensional, time-based motion, and interaction graphics. Development using HTML and dynamic software to produce Web sites, and motion graphics. Applications: PhotoShop, Illustrator, iMovie, Audacity, HTML, CSS, Dreamweaver, and Flash.

Assistant Professor – Graphic Imaging and Multimedia

University of Wisconsin – Platteville, 8/01 to 5/03

Life-cycle redesign of department Web site and curricular overhaul of the Multimedia and Graphic Imaging emphasis as part of the department Curriculum Committee, supervised the wet darkroom lab which consisted of student lab tech supervision, ordering supplies and maintaining the lab. Advised students in the development in Logo design for the Business Department's student run investment groups, and as part of the applied technology focus I supervised my students in development of two CD-ROM yearbooks for 2002 and 2003.

- Special Topics – Advanced Multimedia – Theoretical discussion and practical approach to advanced multimedia. Topics will include streaming audio and video, server development issues, e-commerce, and e-marketing, non-destructive video editing using Adobe Premiere, motion graphics using Director and Flash, CD-ROM and DVD-ROM development.
- Multimedia Applications – A study of the hardware, software and peripheral devices designed to incorporate sound, still and moving images into multimedia development platforms. Experience in PhotoShop, Premiere, SoundMaker, and Director.
- Web Site Development – An introduction to the development of Web sites and Web pages using HTML. Practice in the creation of Web structures, text, style sheets, graphics, sounds, animations, and forms.

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Professional Experience Continued

- Desktop Publishing – An overview of software and hardware used with a variety of desktop publishing systems. Laboratory activities in word processing, Pagemaker and Quark Xpress page layout programs; use of scanners, laser printers and image setter.
- Publication and Advertising Design – An introduction to publication and advertising design, layout, and practice in the evolution of visual ideas from thumbnails through finished layouts; functions and responsibilities of designers, the types of publication and advertising formats.
- Computer Graphic Applications – A study of the acquisition, generation, manipulation and distribution of digital electronic images. Emphasis is on the equipment and methods used to generate images suitable for graphic reproduction. Software used includes Adobe Illustrator, Photoshop, PageMaker, Quark Express, and Aldus Freehand.
- Basic Photography – Basic photographic imaging using still, digital and video cameras; natural and artificial light, photographic composition, darkroom techniques, and print presentation. Web enhanced with WebCT.
- Color Photography – An introduction to color theory, natural and artificial light, color composition, posing for portraits, color negative processing and printing, use of 35mm and medium format cameras in studio environments.
- Applied Communication – Designed for students to gain production and supervisory experience in their major area of study. The semester projects included imaging for UW-Platteville's CD-ROM Yearbook, brochure design for the Communication Department's Graphic Imaging emphasis, and Logo design for the Business Department's student run investment group.

Lecturer – Graphic Communication

University of Wisconsin – Platteville, 1/01 to 5/01

- Survey of Graphic Printing – An overview of the graphic communication industry and its significance in advertising, packaging, printing and publishing with lab experience in the development of graphic images using the various printing techniques.
- Desktop Publishing – An overview of software and hardware used with a variety of desktop publishing systems. Lab experience in PageMaker and Quark Xpress.
- Multimedia Applications – A study of the hardware, software and peripheral devices designed to incorporate sound, still and moving images into multimedia development platforms. Web-based syllabus. Experience in PhotoShop, Premiere, SoundMaker, and Director.
- Applied Communication - Designed for students to gain production and supervisory experience in their major area of study. The semester project was imaging and development of UW-Platteville's CD-ROM Yearbook.

Information Processing Consultant

UW Learning Innovations, 11/97 to 1/01

Project management, instructional design and multimedia design & development for Web-based courses, CD-ROMs, corporate training, and audience specific applications. Client list includes Kemper Insurance, KnowWare, Famous Footwear, UW-Platteville, UW Colleges, and the MBA Consortium. IPC Hiring Committee. Student Supervisor. Focus group testing, and faculty training.

Lecturer – Computer Enhanced Art

University of Wisconsin – Madison, 7/98 to 5/99

- Computer Imaging Techniques – Art 328. Beginning level, which includes basic PhotoShop techniques, scanning for the Web, simple animation, basic HTML (design for the Web), and Premiere basics. Technical support. Discussion of historical background of computer art and reading of Postmodern Currents, and Design Language.
- Computers in the Visual Art – Art 428. Intermediate level, which includes animation techniques for

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Professional Experience Continued

multimedia (HTML, Premiere, SoundEdit 16, Director), intermediate HTML skills (DHTML), design principles for the Web & multimedia. Understanding of more complex issues regarding delivery of audience specific material re-enforced through reading Immersed in Technology.

- Computer Mediated Art – Art 528. Advanced level including graduate students, including advanced project planning, flowcharting, timelines, abstracts and proposals. Advanced animation using Flash, Director, Premiere, After Effects, Dreamweaver, SoundEdit 16, with specific exploration of areas of interest defined by the student. Technical consulting. Further reading included Digital Illusion.
- Graduate student faculty advisor

Teaching and Project Assistant -Interactive Media

Continuing Education Extension UW-Madison, 5/96 to 8/97

Design team member utilizing multimedia, and HyperText Mark-up Language (HTML) and Dynamic HTML for Web sites and Internet courses. FIRST to develop an online course in Lotus LearningSpace –in the nation. Suggest and implement multimedia technologies, hardware, and software. Develop and present Professional Development Training Workshops, highlighting Web development and emerging technologies.

Project planning and development. Cross-platform product development and in-house testing. Project team leader. Member of the UW-Extension Style-guide Committee. Development and application of Lotus Notes. Experience using PhotoShop, PageMaker, Ray Dream Design Studio, Premiere, Painter, PageMill, OmniPage, CU SeeMe, File Assistant, PowerPoint, Word, WordPerfect, Lotus Notes-Learning Space and Domino.

Project Assistant

Continuing Adult and Vocational Education, 2/96 to 7/96

World Wide Web site design. Internet site design and development, including digitizing, graphics and HTML coding. Experience using PhotoShop, and Painter.

Student Media Lab Consultant

Division of Information Technology, New Media Center, 10/95 to 5/96

Hardware support and set up. Training and support of students, faculty, and staff in digital sound, video, animation and graphics, and Web development for teaching and research with output to CD-ROMs. Experience using PhotoShop, PageMaker, Director, SoundEdit 16, Deck II, and Premiere.

Associate Artist

Center on Education and Work, 10/94 to 8/95

Graphic designer for multimedia CD-ROM schedule/course planner designed for K-8 through college. Cross-platform product development and in-house testing. Project team planning for interface design. Graphic file conversion, compression and network transfer. Design and production of print layout for CD-ROM label. Produced electronic art for education-based CD-ROMs and mockups for demonstrations using PhotoShop, Canvas, Painter, Illustrator, FreeHand, Debabelizer, and AppleMedia Tool.

Computer Graphic Artist Assistant

Center on Education and Work, 05/94 to 10/94

Cross-platform graphics and file conversion and compression using Debabelizer. Network file organization and transfer. Team development of cross-platform compatible palette.

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Professional Experience Continued

Video Equipment Coordinator

Art Department, University of Wisconsin-Madison, 02/94 to 05/94

Conducted student training of equipment use. Diagnosed, recorded, and reported equipment failures.

Project Consultant

Credit Union National Association 01/92

Edited video on quality professionals.

Memberships and Affiliations

CAA - College Art Association

ACM & SIGGRAPH -Current Minneapolis/St. Paul Regional Chair

ISEA - Inter-Society for the Electronic Arts

IDGA - International Game Developers Association

WebDesign-List

Rhizome.org –The New Museum

Grants, Honors, and Recognition

Gravure Education Foundation Grant –UW-Platteville

Student Special Funds Grant for collaboration and editing of student developed video –UW-Madison

Photography selected for 66TH Annual Juried Student Art Show, May 1988 -Honorable Mention –UW-Madison

Accepted as American Computing Machines SIGGRAPH Student Volunteer -6 years

Conference Presentations

"e_Folios: Design Considerations"

Presented at the 25th Anniversary Conference on Distance Teaching and Learning, Madison, WI –August, 2009

"Second Life and Project-Based e-Portfolios"

Presented at the 25th Anniversary Conference on Distance Teaching and Learning, Madison, WI –August, 2009

"ePortfolios: Blended Visions of Assessment"

Presented at the 24th Annual Conference on Distance Teaching & Learning, Madison, WI –August, 2008

"Form Follows Function: Why ePortfolios in Higher Education"

Co-presenter, Brief Paper and Demo, ED-MEDIA--World Conference on Educational Multimedia, Hypermedia & Telecommunications, Vancouver, BC -June 24-29, 2007

"Accessorizing Your Video Conferences"

Panel Member, Society for Information Technology and Teacher Education (SITE) 2004, Atlanta, GA - March 1-6, 2004

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Conference Presentations Continued

"Interactive Videoconferencing: Linking Research and Best Practices"
Panel Member Presentation, National Education Computer Conference (NECC) 2004, New Orleans, LA -
June 19-23, 2004

"Using Interactive Technologies for Collaborative Learning"
Remote Artist / Expert Panel Member, CU-SeeMe, NECC Workshop 1998

Bibliography

"Second Life and Project-Based e-Portfolios" brief paper, published in Proceedings for the 24th Annual
Conference on Distance Teaching & Learning, Madison, WI –August, 2009

"e_Folios: Design Considerations" brief paper, published in Proceedings for the 24th Annual Conference on
Distance Teaching & Learning, Madison, WI –August, 2009

"ePortfolios: Blended Visions of Assessment," published in Proceedings for the 24th Annual Conference on
Distance Teaching & Learning, Madison, WI –August, 2008

"Form Follows Function: Why ePortfolios in Higher Education," ED-MEDIA--World Conference on Educational
Multimedia, Hypermedia & Telecommunications, Vancouver, BC -June, 2007

Quoted in The Capital Times, Tech section, April 5, 2001

Contributor to WISC's Channel 3000 Technology Section, 2001

1998 "National Education Computer Conference (NECC) Workshop, Using Interactive Technologies for
Collaborative Learning," Online guest artist/expert.

1998 "Edging<>Art," Web site linked to FeMiNa.

Web site critiqued in the DoIT Monthly News, Madison, WI, January 1997.

"Strategic Planning and Total Quality Management,"
presentation of co-authored paper, Rochester, New York, and Knoxville, Tennessee, March 1994.

Photography published in Wheat & Chaff, an annual student publication, Madison, WI, 88/89 issue.

"Three Artists" by Chris DuPre, Leader Telegram, Eau Claire, Wisconsin, April 1987.

Photography published in N.O.T.A., biannual magazine, UW Eau Claire, fall 1986.

Additional Skills

Computer graphics collaboration. Incorporating computer animation, story-boarding, and scripting.
Experience: 30 second anti-drug promotional.

Proposal writing, digital and conventional sound design and scripting. for artist's film "T.V. or Sorcery."

Scripting for artist's performance implementing computer graphics, professional digital video, sound design,
and editing. Experience: "Mirror, Mirror," presented Madison Public Cable Channel.

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Exhibitions and Published Websites

2008 jmhaefner.com – Web site

2006 “Northern/Southern Exposure” University of Wisconsin – Stout, and University of Louisville

2005 to present UW-Stout Title III Grant Site – Web site

2005 to present UW-Stout eLinks! – Web site

2004 ephemerati.com – New Version – Web site (2003 version archived)

2004 Accessorizing Your Video Conferences - Web site

2004 Interactive Videoconferencing: Linking Research and Best Practices – Website

2003 JJHaefner.com – Web site

2003 “Gallery Night and Studio Walk,” Photography, Winnebago Studios, Madison, WI.

2003 “Photography At the Crossroads,” Center for Photography Member Show, Madison Art Center

2002 “All UW-Platteville Juried Art Show,” Photography, Platteville, WI.

2002 “1st Annual Winnebago Studio Photography Show” Madison, WI.

2002 “Gallery Night,” Photography, Winnebago Studios, Madison WI.

2002 “WALLPATCH,” Mixed-Media Photography, Commonwealth Gallery, Madison WI.

2001 “Social Transformation through the Arts (STARTS) Invitational,” Artist Book, Commonwealth Gallery, Madison WI.

1999 “University of Wisconsin-Madison Department of Art Faculty Exhibition,” Multimedia, Elvehjem Museum of Art, Madison

1998 “Edging<>Art,” Web site linked to FeMiNa.

1997 “Edging<>Art,” Master of Fine Arts Exhibition, Instructional Materials Center, University of Wisconsin

1997 “Edging<>Art,” Web site critiqued in the DoIT Monthly News, Madison, WI, January Edition.

1996 “Graduate Graphics Review,” Multimedia, Seventh Floor Gallery, University of Wisconsin-Madison.

1993 “Al-go-rhythms: Computer Art and Animation Show,” The Works Gallery, Madison, Wisconsin.

1993 Broadcast of “MIRROR, Mirror,” video, WYOU, Madison, Wisconsin.

1992 “Object Oblique,” Photographic Installation, Instructional Media Center, University of Wisconsin-Madison.

1991 “Graphics Review,” Multimedia, Seventh Floor Gallery, University of Wisconsin Madison.

1990 “Wisconsin Union Directorate 62nd Student Show,” Mixed-Media Photography, University of Wisconsin-Madison.

1990 “Computer Mediated Art,” Seventh Floor Gallery, University of Wisconsin Madison.

1989 “Photo Exhibition,” Seventh Floor Gallery, University of Wisconsin Madison.

1988 “Photo Show,” Seventh Floor Gallery, University of Wisconsin Madison.

1987 “Artworks Invitational,” Photography, Hers - A Place for Women, Eau Claire, Wisconsin.

1987 “Artswest 8 –Regional Juried Show,” Photography, L.E. Phillips Memorial Library, Eau Claire, Wisconsin.

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References

Susan Hunt, Former Department Chair, Art and Design
University of Wisconsin-Stout
235A Applied Arts Bldg.
Phone: (715) 232-1287
E-mail: hunts@uwstout.edu

Dr. Edward Biggerstaff, Professor, Program Director, Psychology
University of Wisconsin - Stout
115 Home Economics Building
Menomonie, WI 54751
Phone: (715) 232-2410
Email: biggerstaffe@uwstout.edu

Dr. Joan Hanor, Professor, College of Education
California State University San Marcos
San Marcos, CA 81978
Phone: (760) 842-3450 fax (760) 750-3237
Email: jhanor@csusm.edu