

NAOMI LEAH GREENFIELD

169 Mountain Ave, Arlington, MA 02474
naomigreenfield@gmail.com 617.501.6296

WORK EXPERIENCE

Harvard Graduate School of Education, Cambridge, MA

Senior Learning Designer, Teaching and Learning Lab

April 2016-present

- Collaborated and coordinated with Programs in Professional Education (PPE) and lead faculty in designing and developing five 12-week courses as part of the Certificate in Advanced Education Leadership (CAEL).
- Coded and designed in HTML for all Canvas courses, including working within and improving templates and graphic elements.
- Supervised and directed at least 30 hours of video shoots with Faculty and experts in the field. Edited footage and directed various video editors.
- Facilitated "Learning Loop" meetings to assess learner engagement, satisfaction and suggestions for future improvement. Synthesized weekly evaluation data to present to stakeholders in meetings.
- Developed and maintained detailed and organized schedules, documentations, folder structures and meeting protocols.

Lexia Learning, a division of Rosetta Stone, Concord, MA

Instructional Designer

Sept 2015-April 2016

- Produced Lexia Training on Demand (ToD) interactive video modules for stakeholders including customers, staff and trainers.
- Collaborated with subject matter experts and creative personnel, storyboarding, script writing, supervision of audio recording, visual imagery, animations and annotations, editing and quality assurance.
- Managed content curation of professional learning materials developed within Lexia Education and Research including versioning and archive of all training slides and ToD modules.
- Analyzed and disseminating monthly reports on ToD usage.

Senior Project Manager

April 2014-Sept 2015

- Directed and managed team of content specialists, designers, and developers for Core5, Lexia's signature software product for teaching reading to grades K-5.
- Actively organized JIRA and Confluence to facilitate Agile production methodologies.
- Directed and managed team of content specialists, designers, and developers in production of Gates Foundation funded pilot program to teach writing to grades 2-5.
- Initiated new organizational processes across multiple projects to help streamline company's product development approach.
- Collaborated with Marketing Department and independent contractor to design promotional video for Core5.

FableVision Studios, Boston, MA

Director of Marketing/Creative Strategist

November 2011-April 2014

- Pitched innovative media and technology solutions such as interactive modules, films, websites, games and museum kiosks to clients based on educational goals and user needs.
- Facilitated "FabLab" meetings with clients to brainstorm educational technology solutions, products and initiatives.
- Restructured company proposal writing process, led proposal teams, and wrote and edited copy for over 40 proposals.
- Directed company presence, including speaking on panels, at six conferences/year in fields of educational technology, gaming, and children's media.
- Led art and marketing teams in designing, creating and editing company demo reels.
- Initiated new creative approaches to generating business opportunities for the senior sales team.
- Produced quarterly in-studio events, with attendance upwards of 300 people.
- Created guidelines for company brand and voice; generated content for social media platforms.
- Facilitated annual all day company Kaizen retreats to create process changes.
- Hired and managed interns.

Producer/Project Manager, Associate Producer

August 2006-November 2011

- On over 100 projects, led teams of artists, animators, developers, writers and instructional designers.
- Simultaneously managed budgets from \$40K-\$300K.
- Communicated unified and clear message to client on all aspects of projects including functional specifications, wireframes, scripts, storyboards, animation and sound design.
- Balanced needs of client with demands of project, always maintaining focus on the user and the clients' educational goals.
- Used various project management tools, such as FastTrack, Google Docs, Mantis Bug Tracking, SVN.
- Select projects include:
 - Client: **PBS Kids Play**; Product: **Online Virtual World and Games for SuperWhy! Property**
 - Client: **Fred Rogers Company**; Product: **Website for Mister Rogers' Neighborhood**
 - Client: **Lexia Learning**; Product: **Makeover for Leading Reading Product**

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- o Client: **Denver Museum of Nature and Science**; Products: **Interactive kiosks for Expedition Health Exhibit**
- o Client: **Sesame Workshop**; Product: **Animated Letter "O" segment, featuring Oprah Winfrey**

Freelance Production Work (More than 15 companies) Boston, MA, New York, NY, Jacksonville, FL

Production Coordinator, Lighting Assistant, Production Assistant

July 2004-August 2006

- Select projects include:
 - o **Election Night 2004 with John Kerry** (Live Event)
 - o **Sesame Beginnings DVD Series** (Animation)
 - o **Ambush Makeover** (Live Action)

WGBH Educational Foundation, Children's Programming Department, Boston, MA

Associate Producer, Curious George

August 2005-January 2006

- Coordinated all aspects of animation, web, live-action interstitial, promotions for preschool show with science, math and engineering curriculum.
- Critiqued all levels of animation, including storyboards, animatics, rough cuts, music, and sound effects.

Special Projects Assistant

July 2003-Sept. 2003

- Organized Advisory Board Meeting for *Curious George*.
- Composed and edited series concept paper and educational curriculum documents.
- Researched Advisory Board for *The Music Show*.

Learning Technology Center, Harvard University Graduate School of Education, Cambridge, MA

Media Assistant; Production Assistant; Videographer

September 2002-July 2003

- Coordinated and assisted with media and technology needs of faculty, staff and students.
- Videotaped selected speakers and events.

Scholastic Entertainment, New York, NY

Writer/Print Editor

October 2003

- Edited Writers' Educational Resource Guide for television series *Maya and Miguel*.

EDUCATION

Harvard University Graduate School of Education, Cambridge, MA

· Ed. M.; Concentration: Technology in Education.

Washington University in St. Louis, St. Louis, MO

· A.B. English Literature.

Oxford University, Oxford, England

· Tutorials in English Literature and Child Studies.

Tufts University, Medford, MA

· Classes in Child Development and Media Studies.

PROGRAMS/SOFTWARE

Canvas, Final Cut Pro, Adobe Photoshop, Articulate Presenter, Engage, Quizmaker, Powerpoint, JIRA, Confluence, Google Docs.

SPEAKING ENGAGEMENTS

NERCOMP Annual Conference 2017. "Cultivating Community Online." Presenter.

Florida Educational Technology Conference 2014. "Game-based learning: Serious Fun." Panel Speaker.

Florida Educational Technology Conference 2013. "#EdGames. #EdLearning" Panel Speaker.

Tufts University. "Children and Mass Media" Class Spring 2013, 2014. Guest Speaker.

PAX East 2012. "Parenting and Games." Panel Speaker.

Harvard Graduate School of Education "Informal Learning for Children" Class. Winter 2012. Guest Panelist.

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OTHER SKILLS

Balloon Artist

- Owner and Founder (in 2003) of Red Balloon Company (www.redballooncompany.com).
- Balloon twister at corporate events, children's parties, street fairs, special events; small and large scale décor.
- Instructor, "Beginner Basics" at Florida Super Jam Balloon Convention.
- Special projects include:
 - Featured artist on episode of *Design Squad* on PBSKids.org.
 - Twisting for audience on *The Today Show*; created sculpture likenesses for Kathie Lee and Hoda Kotb.
 - Created and presented sculpture likeness for Sir Paul McCartney at Super Bowl XXXIX.
 - Created and presented sculpture of *The Brady Bunch* for Susan Olsen ("Cindy Brady").

Filmmaker

- Produced, shot and edited feature length film, *TWISTED: A Balloonamentary* (www.twistedballoondoc.com).
- Screened *TWISTED* at 15 film festivals, including World Premiere at 2007 South By Southwest Film Festival.
- Screened *TWISTED* theatrically in 10 cities.
- Sold international television and DVD rights for *TWISTED* to PBS.
- Produced and edited three short films, *Twisted Romance* (2003) and *When Given Lemons...* (2004) and Audience Award Winner *Eat To Defeat* (2006) as part of 48 Hour Film Project.