

AMY RAE SOM

925 North La Salle Avenue, Tucson, Arizona 85748
520.818.8192 | amyrae@avisualmind.com | www.avisualmind.com

EDUCATION

M.S.Ed., Instructional Systems Technology. Indiana University Bloomington, August 2008.

B.A., Studio Art, minor in Theatre. University of Arizona, 2001.

A.A.S., Communication Graphics. Pima Community College, 1999.

PROFESSIONAL EXPERIENCE

Design Consultant June 2008 to August 2008

*Department of Instructional Systems Technology,
School of Education, Indiana University, Bloomington, Indiana.*

Consult with department personnel and evaluate information architecture and visual design of new Web site for the Department of Instructional Systems Technology. Implement revisions.

Instructional Designer and Consultant August 2007 to December 2007

Southern Arizona Transportation Museum, Tucson, Arizona.

Design an instructional unit on transportation history in Southern Arizona for grades 3-5. Consult on determining appropriate learning objectives, lesson structure, activities, and assessments.

Web Designer May 2002 to May 2007

Madden Preprint Media, Tucson, Arizona.

Design and code Web sites. Storyboard, animate, and program interactive multimedia presentations. Design print media including postcards, stationery, and advertisements.

Junior Designer November 1999 to May 2002

Karen Piovaty Design, Tucson, Arizona.

Design and produce advertisements, stationery, brochures, newsletters, and Web sites.

AWARDS, HONORS, & DISTINCTIONS

Instructional Systems Technology AV Memorial Fellowship, Indiana University, 2008

Nomination to Pi Lambda Theta, 2006

Bachelor of Art, Studio Art, *Magna Cum Laude*, 2001

Member, Golden Key International Honour Society

QUALIFICATIONS

- Thorough knowledge of learning and instructional theories
- Proficiency in all phases of instructional design, including analysis, development, and evaluation
- Practiced in the development of behavioral instructional objectives
- Familiarity with established instructional design models
- Knowledge of the characteristics of adult learners
- Experienced in designing criterion-based assessment
- Accustomed to managing multiple projects with fixed deadlines
- Skilled in written and oral communication
- Committed to self-directed professional development

TECHNICAL SKILLS

Expertise (advanced-level skills):

- HTML, CSS, Flash
- Photoshop, Illustrator, Fireworks, Dreamweaver, InDesign, Acrobat Professional

Competence (intermediate-level skills):

- Javascript, ActionScript, PHP, MySQL
- Office productivity software, including Microsoft Office
- Course management systems, including Moodle, D2L

Daily user of MacOS and Windows computing environments.

INSTRUCTIONAL DEVELOPMENT: *selected examples*

Caywood Barker, L. & Som, A. **Transportation Changes Lives**. A three-part lesson discussing the impact of the railroad on Southern Arizona history and the historic and modern reasons for public transportation. Client: Southern Arizona Transportation Museum

Som, A. **HTML and Flash for Instructional Designers: Technical Instruction for R541 Students**. Self-paced Web lessons to teach the technical skills required for the Instructional Development and Production course at Indiana University. <http://avisualmind.com/school/techinstr/>

Som, A. **Beginning Beading Lesson 1: Making Your First Necklace**. A Web-based lesson teaching the skills necessary for making a bead-strung necklace, for the hypothetical context of a Parks & Recreation class. <http://avisualmind.com/school/r541/lesson1/>