

Resume for William A. Grasse

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Please visit my on-line portfolio www.midnite-media.com.

Experience

April 2007 – Present

Komatsu North America

Media Department Supervisor

Working in a very small media department in the training division of a global company, responsibilities range from enhancing PowerPoint presentations created by a cadre of instructors to serving as a Flash animator, 3D animator, photographer, videographer/editor, print collateral designer, graphic artist, web design/development, content editor, technical illustrator, CBT author, on-line training development, and instructional systems designer. Also responsible for developing solid 3D rapid prototype models used as training aids which also accompanies 3D animated examples used in class.

Leading a staff of four, I am also responsible for an annual budget of over \$300K. Other tasks also include teaching classes on various media related topics to in house trainers and external distributors as well as teaching new product development techniques. The media department serves the entire training division and is responsible for developing and maintaining a world-class product line for the industry, working under tight deadlines without sacrificing quality.

January 2006 - April 2007

Coding Metrix, Inc.

Director of Multimedia

The on-line training that was started in Coding Strategies was deemed so important that it has become an entity unto itself. A spin-off company was formed to deal specifically with on-line training and the tracking of student performance through a learning management system. I remain the sole designer and developer of on-line training while continuing responsibilities with Coding Strategies. This development of online courseware includes using an authoring system, designing the user interface, custom graphics, and creating Flash animation elements and more. Students taking these courses are tracked through the use of a Learning Management System.

Coding Metrix now utilizes many experts from various specialties in the medical field as subject matter experts for these courses. Additional responsibilities include the support of the sales and marketing teams with the development of product slicks, sales material, conference material support, e-mail blasts and the development of user guides and job aids. I also maintain this company's website (www.codingmetrix.com) which includes an e-catalog, a shopping cart for purchasing online courseware, student login and course tracking functions.

March 2003 - December 2005

Coding Strategies, Inc.

Director of Media Services

My responsibilities include the development of all interactive CD-ROM-based multimedia programs on topics such as Interventional Radiology, Cardiology, Diagnostic Radiology, Radiation and Medical Oncology, and more. These multimedia programs are updated annually. I also design and develop other print media such as job aids, photos and illustrations for published books, magazine ads, and other various products.

I am the sole developer of all on-line training programs using various authoring systems and learning management systems. I also serve as the Instructional Systems Designer, responsible for coordinating efforts of subject matter experts, writers, in house development teams, and external vendors. I develop graphics and 2D and 3D animation as they are needed for various programs. I also create and edit video and DVD products.

I am responsible for the design, development, and maintenance of the company web site as well (www.codingstrategies.com) to include the e-commerce shopping cart. I also provide media support for CSI personnel that present at various annual conferences.

August 2001 - March 2003

MidNite Media, Inc.

President

In August, 2001, I began MidNite Media, Inc., a full service, turn-key multimedia, web based, and training solutions company. Efforts include concentrating on web design and development and converting paper-based training material into computer-based multimedia programs. My site, <http://www.midnite-media.com>, includes several examples of interactive multimedia and web sites from various clients.

July 1999 - August 2001

RichFX, Inc.

Training and Technical Support Manager

My responsibilities included coordinating efforts of internal and external resources for creating instructor-led and on-line training courses for internal and strategic partners. RichFX has its own proprietary product that enhances 3D shopping experiences on the internet. This product's success has attracted the full partnership of RealNetworks, Discreet, and Adobe. RichFX is based in Atlanta, New York, and Tel Aviv, Israel.

My sole responsibility was to create all training programs, internal and external. I developed 3D models for use in on-line 3D stores such as Manolo Blahnik Shoes. I also served as a technical advisor to senior management, sales, and marketing personnel. It was my responsibility to clarify terminology and technical aspects of each of the RichFX products and procedures. I was responsible for taking part in initial sales meetings as a technical advisor between RichFX sales personnel and the client's technical personnel.

October 1998 - July 1999

Atlanta CAD Services

Director of Multimedia

My roles and responsibilities included the planning, management, design, and production of all interactive multimedia and web-based programs produced by ACS. In this role, I had the opportunity of leading a team of developers in the production process of such programs, which included advanced authoring techniques, 3D animation and visualization, and graphic production. Our production generally focused on architectural visualization and interactive presentations for a variety of companies such as Haverty's Furniture, Smallwood Reynolds, The Coca-Cola Company, and more.

My other primary role was instructor for all Macromedia and Adobe classes, which are conducted nearly every week. Products that I taught were Macromedia's Authorware, Director Studio, Dreamweaver, Fireworks, and Flash as well as Adobe's Photoshop, After Effects Production Bundle, and Premiere. I was also the back-up instructor for 3D Studio MAX. Other courses that I taught at ACS include Basic Instructional Systems Design and Basic Multimedia Design.

July 1996 - October 1998

Georgia Quick Start

Multimedia Production Designer

Georgia Quick Start is a subsidiary of the Georgia Department of Technical and Adult Education. My responsibilities in this state government role include the design and development of multimedia programs used to train corporations moving to the Georgia area. These multimedia programs are designed as an incentive program for companies moving to Georgia. They include sophisticated 3D animation, digitized video and audio, highly detailed graphics, and custom interface designs. Through advanced 3D modeling, mapping, lighting, camera, and material development, the animations are used to thoroughly and accurately depict various production equipment and processes using techniques that are not available or feasible for conventional video representation. Companies such as CIBA Vision, Merck Pharmaceuticals, Sony Disc Manufacturing, and SKC America use these sophisticated multimedia programs to ensure accuracy in their manufacturing processes. During all phases of production, I was responsible for the efforts of three additional 3D animators, two graphic artists, and two multimedia programmers.

I also served as technical consultant and liaison between the clients and the State. Our multimedia programs were featured at the 1998 National Governor's Association as examples of how the State of Georgia is utilizing sophisticated interactive multimedia programs in its effort to train and educate its citizens.

October 1995 - July 1996

Independent Consultant

During this time, several corporations had employed me as an independent multimedia producer. I was involved in the design and production of 3D animations, graphics creation for printed and on-line material, production of computer-based training programs, and I have served as a graphics and design consultant for Compact-Disc Interactive, or CDI, programs.

February 1995 - October 1995

Commerce Communications

Creative Director

While at Commerce Communications I was responsible for the graphic design, storyboarding, and creation of computer graphics, 2D and 3D animation, interface design, and programming of various computer-based and compact-disc interactive training programs for the telecommunications industry.

November 1989 - February 1995

Synesis Corporation

Senior Courseware Developer

I served as the lead programmer in the development of CBT programs for companies such as Unisys, AT&T, NCR, IBM, The Coca-Cola Company, Siemens, Norfolk Southern Railroad, and many other in conjunction with financial, sales, accounting, marketing, telecommunications, hardware, and software training. I utilized computer graphics, 3D animation, digitized video and audio in an interactive format using Quest Authoring System to retain the user's interest in the training while increasing their productivity and value on the job as a result of this training.

While at Synesis, I provided classroom instruction for organizations such as Boeing Aircraft, U.S. Air Force, and BellSouth. I performed marketing and consulting roles for instructional programs, developed cost and quality solutions for clients, conducted product demonstrations, and participated as a guest speaker at several trade shows.

April 1989 - September 1989
Pulse Engineering
Consultant

I provided support to engineers through writing technical manuals for the Pentagon. I also utilized computer-aided design (CAD) software and hardware to create all the technical illustrations in those manuals, which were used for cryptographic communications equipment in the Pentagon and the National Security Agency.

February 1988 - April 1989
Communications Systems Technology, Inc.
Senior Courseware Developer

I was responsible for the analysis, design, development, and implementation of paper-based and computer-based training programs for the Department of Defense. My familiarization with the Authoring System, Quest, from Allen Communications, came into heavy use during this period.

I was responsible for creating milestone charts, ensuring compliance with Contract Deliverable Requirement Lists (CDRLs) and developing project schedules according to a proprietary critical-path method.

December 1986 - February 1988
Gilbert Systems Corporation
Courseware Developer

It was at Gilbert Systems Corporation that retired military personnel from the Army and Navy instructed me in the fine arts of I.S.D., or Instructional Systems Design. In January 1988, I was introduced to my first ASCII-based Authoring Systems, Teachers Aide and Plato. During this period, I was responsible for the instructional systems design and development of paper-based and computer-based training programs for the Department of Defense and the National Security Agency.

I served as lead analyst and programmer for a 14-hour computer-based training program for a high frequency direction finding system maintenance course for the U.S. Air Force. In February 1988, Gilbert Systems Corporation was absorbed into Communications Systems Technology, Inc.

December 1982 - December 1988
United States Army Military Intelligence
Early Warning Signals Intelligence Morse Interceptor

I served as a 05H/10 Early Warning Signals Intelligence Morse Interceptor for the U.S. Army's Intelligence and Security Command (INSCOM). I held the rank of Specialist (E4) and held a Top Secret/Sensitive Compartmented Information (TS/SCI) security clearance. I was honorably discharged from the U.S. Army in December 1986 and served in the inactive reserves from December 1986 to December 1988.

Personal

I am an Eagle Scout and the father of an Eagle Scout, the past District Chairman for Cherokee/Pickens District of the Atlanta Area Council, the Charter Organization Representative of Boy Scout Venture Crew 1846 of Waleska, GA, a Fourth Degree Knight of Columbus in the Divine Assembly 2771 and Grand Knight and charter member of the Etowah Council 12826 of the Knights of Columbus. I am married and father of two.

Memberships

The following is a list of associations, past and present.

- National Eagle Scout Association
- Archdiocese of Atlanta Catholic Committee on Scouting Board of Directors
- Executive Board Member of the Atlanta Area Council, BSA
- Knights of Columbus, Etowah Council 12826
- Knights of Columbus, Divine Mercy Assembly 2771
- American Legion
- National Computer Graphics Association
- National Association of Photoshop Professionals
- American Society for Training Development
- Atlanta 3D Studio MAX Users Group
- Society for Applied Learning and Technology
- International Interactive Communications Society
- International Webmaster's Association
- National Association of Photoshop Professionals

Published

I have been featured in articles in the following publications:

- Society for Technical Communications
- The Videodisc Monitor
- Allen Communications Prompt-Line
- IICS Newsletter
- Technological Horizons and Education Journal
- Computer Currents
- Interactive Healthcare Newsletter
- Multimedia Videodisc Magazine
- Multimedia Audio Magazine
- Who's Who in Media and Communications

Speaking Engagements

Over the years I have been asked to speak to a variety of organizations on topics of multimedia design, development and implementation and integration into the workplace.

- American Society for Training and Development (ASTD)
- Society for Technical Communications
- Weingarten CBT Conference
- Quest User's Exchange
- National Governor's Association
- Department for Technical and Adult Education
- Macromedia Attain Learning Show
- Atlanta 3D Studio MAX User Group
- Corel Artists and Designers Group
- Multimedia Youth Group
- Advanced Technician Competition
- Professional Instructor's Proficiency Program
- Global Trainer's Institute
- Technical Trainer's Conference

Software Used For Graphics/Animation Video

- Photoshop
- Premiere Pro
- After Effects
- Illustrator
- Audition
- Encore
- Flash
- Fireworks
- 3D Studio MAX
- CorelDRAW
- Sound Forge
- And many, many more.

For Multimedia/CBT/Web Development

- Authorware
- Lectora
- Dreamweaver
- Quest
- TenCORE
- SAGE
- Teacher's Aide
- Plato
- IBM Storyboard Live
- Director

Client List

The following client list represents various projects ranging from computer-based training, interactive multimedia, illustrations, web sites, and instructor led classes

AAPC - NW GA Chapter	Digital Equipment Corporation	Norfolk Southern
Adeza	Downtown Kitchen	Pennant
Agnes Scott College	Dynamics Research Corp.	Plant Telephone Co.
Allstate	Eddies Electronics	Primerica
AT&T	Emerald Development	Railroad Multimedia Training Association
Atlanta CAD Services	Ernst & Young	Robert Cutting (friends of)
Archdiocese of Atlanta	Essential Solutions	Searle Pharmaceuticals
CCoS	Knights of Columbus	Sequoyah High School
Art Van Bodegraven and Assoc.	Federal Reserve Bank	Scientific Atlanta
Automated Data Processing (ADP)	Georgia Colleges & State University	Siemens
Automated Logic	Georgia Flooring	SKC
Baby's R Us	Georgia Power	South Carolina Dept. of Revenue
Becky Babcock (friends of)	Glorybound Quartet	Sony Disc Manufacturing
Bellsouth	Goody's Family Clothing	St. Jude Medical Center
Bianco Hopkins and Associates	Haverty's Furniture	Sunrise ERA Realty
Blue Ridge Bar Association	HBO Healthquest	Superior Essex
Boeing Aircraft	Healthdyne	Synesis Corporation
Boeing Corporation	Holly Springs UMC	Teardrop Studio
Bottom Line Productions	Home Depot	Technical Trade Joint Venture
GA State Rep. Calvin Hill	IBM	The Coca-Cola Company
Capital Markets	Jeff Little (friends of)	The Idea Aquarium
Carlaken Enterprises	Jim Bennett Fine Arts	The Progress Group
Carlaken Productions	KnowledgeWare	3-Dimension
Center for Disease Control	Komatsu	Tri-Tech Energy Systems
Center for Total Access	LaSalette Catholic Church	TRW
Cherokee County	Leader Systems	U.S. Air Force
Chamber of Commerce	Lexmark	U.S. Army
Cherokee County	Lockheed Martin	U.S. Army Infantry School
Narcotics Division	Aeronautical	U.S. Navy
Cherokee County	Luckie & Co.	Union Pacific Railroad
Republican Party	Marion Merrell Dow	Unisys
Children's Healthcare of Atlanta	Media Alchemy, Inc.	Westinghouse Savannah River Co.
CibaVision	Melita International	Whistle Blower Justice
Coding Metrix, Inc.	Merck Pharmaceuticals	Wildlife Action Center
Coding Strategies, Inc.	Metro Atlanta Rapid Transit Authority	Winchesters Wood Fire Grill
Compaq	Microsoft	WLOS / WB40 - TV
Consolidated Edison	Co. Cmsr. Chair Mike Byrd (friends of)	Worldspan
Crescent Heights Mayfair Renaissance	Mission St. Joseph	
Cross Systems, Inc.	Museum Media, Inc.	
Delta Technology	National Electrical Contractors Association	
D.oD./Pentagon	National Security Agency	
Department of Energy	National Semiconductor	
Dept. of Technical and Adult Education	NCR	
Diane Grasse (friends of)	Nestle U.S.A.	
	Nina's Little Ninjas	
	NMC	