

## **Resume for William A. Grasse**

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Please visit my on-line portfolio [www.midnite-media.com](http://www.midnite-media.com).

I am currently seeking permanent employment in the training and multimedia design and development industry, focusing on interactive distance learning initiatives. I will bring 25 years of experience in the media field with a background in Instructional Systems Design, fully utilizing the ADDIE training development model. I have worked for a diverse group of clientele in a wide variety of specialties and genre. I am eager to becoming an integral member of your training solution team and look forward to hearing from you.

### **Experience**

*April 2011 – Current*

#### **Komatsu America Corp** ***Training Production Manager***

As a manager of training production, I am responsible for the production and coordination of online, print and instructor led training programs. I have a staff of technical instructors which provide technical training of Komatsu construction and mining equipment at our training facility or on-site at one of our customer locations. I am also responsible for the media department which I previously supervised which includes the administration of the Komatsu Virtual Campus and the Komatsu Learning Management System. I am also responsible for a budget of \$1.7 Million dollars.

*April 2007 – April 2011*

#### **Komatsu America Corp** ***Media Department Supervisor***

As the supervisor of the Media Department, I am responsible for day to day operation which serves and supports the entire training division of Komatsu America Corp. as well as its distributors and several international subsidiaries. My department performs a variety of tasks to include enhancing PowerPoint presentations created by a cadre of instructors, development of Flash animation, 3D animation, digital photography, shooting and editing video, green screen production, development of DVD material, print collateral design, PDF portfolios, web design/development, technical illustration, CBT authoring, product marketing, learning management administration and instructional systems design.

Other tasks include developing solid 3D rapid prototype models used as training aids which accompanies a 3D animated counterpart used in class. I also designed and developed the Komatsu Virtual Campus, which is an entire web interface for accessing online training programs, development tools, tutorials, and an e-commerce storefront. All of which was integrated into a custom Learning Management System.

Leading a staff of five, I am responsible for an annual budget of over \$300K. I am responsible for ensuring the department also serves as a profit center, producing and selling training programs and products. In one year alone, we produced over 80 courses; each course released in multiple formats (Interactive CBT discs, Online web-based, Printed manuals, and comprehensive PDF portfolios).

I also teach classes on various media related topics to in house trainers and external distributors as well as on new product development techniques. My department 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](http://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](http://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**

A euphemism for "between jobs". 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 co-wrote Mil-Std-1379C for the Department of Defense as it pertains to instructional systems design.

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, a Fourth Degree Knight of Columbus in the Divine Assembly 2771 and Past Grand Knight and charter member of the Etowah Council 12826 of the Knights of Columbus. I am married (over 26 years), father of two and a grandson.

## **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
- Past Grand Knight, Knights of Columbus, Etowah Council 12826
- 4<sup>th</sup> Degree Knights of Columbus, Divine Mercy Assembly 2771
- American Legion Post 0045
- 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

## **Produced**

I have been designed and developed media in a multitude of formats:

- Designed and developed computer-based training programs
- Designed and developed interactive multimedia
- Technical Illustrations
- Published over 65 websites
- Printed publications, newsletters, job aids, advertisements
- Designs for apparel
- Designs for jewelry
- Hundreds of 3D animations
- Video shooting and editing for 14 DVDs
- Digital photography services
- Created and maintained several BLOGs
- Developed a podcast on Scouting

## **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

I am also the author of the book, "The Camporee Event Guide".

## **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**

- 3D Studio MAX
- 3D VIA Composer
- After Effects
- CorelDRAW
- Encore
- Flash
- Fireworks
- Illustrator
- InDesign
- LiveCycle
- Photoshop
- Photopaint
- Premiere Pro
- Soundbooth
- Sound Forge
- And many, many more.

## **For Multimedia/CBT/Web Development**

- Acrobat Pro
- Articulate
- Authorware
- Captivate
- Director
- Dreamweaver
- IBM Storyboard Live
- TenCORE
- Lectora
- Plato
- Quest
- SAGE
- Snap!
- Teacher's Aide

## Client List

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

Adeza	Eddies Electronics
Agnes Scott College	Emerald Development
Air Force Junior ROTC	Ernst & Young
Allstate	Essential Solutions
AT&T	Knights of Columbus
Atlanta CAD Services	Federal Reserve Bank
American Academy of Professional Coders	Georgia Colleges & State University
Archdiocese of Atlanta CCoS	Georgia Flooring
Art Van Bodegraven and Assoc.	Georgia Power
Automated Data Processing (ADP)	Glorybound Quartet
Automated Logic	Goody's Family Clothing
Baby's R Us	Haverty's Furniture
Becky Babcock (friends of)	HBO Healthquest
Bellsouth	Healthdyne
Bianco Hopkins and Associates	Holly Springs UMC
Blue Ridge Bar Association	Home Depot
Boeing Aircraft	IBM
Boeing Corporation	Jeff Little (friends of)
Bottom Line Productions	Jim Bennett Fine Arts
Boy Scouts of America	Knights of Columbus
GA State Rep. Calvin Hill	KnowledgeWare
GS State Troopers	Komatsu
Capital Markets	LaSalette Catholic Church
Carlaken Enterprises	Leader Systems
Carlaken Productions	Lexmark
Center for Disease Control	Lockheed Martin
Center for Total Access	Lucas McHenry Piano School
Cherokee County Chamber of Commerce	Aeronautical
Cherokee County Narcotics Division	Luckie & Co.
Cherokee County Republican Party	Marion Merrell Dow
Children's Healthcare of Atlanta	Media Alchemy, Inc.
CibaVision	Melita International
Coding Metrix, Inc.	Merck Pharmaceuticals
Coding Strategies, Inc.	Metro Atlanta Rapid Transit Authority
Compaq	Microsoft
Consolidated Edison	Co. Cmsr. Chair Mike Byrd (friends of)
Crescent Heights Mayfair Renaissance	Mission St. Joseph
Cross Systems, Inc.	Museum Media, Inc.
Delta Technology	National Electrical
DoD/Pentagon	Contractors Association
Dos Margaritas Restaurant	National Eagle Scout Assn
Department of Energy	National Security Agency
Dept. of Technical and Adult Education	National Semiconductor
Diane Grasse (friends of)	NCR
Digital Equipment Corporation	Nestle U.S.A.
Downtown Kitchen	Nina's Little Ninjas
Dynamics Research Corp.	NMC

Norfolk Southern  
Pennant  
Plant Telephone Co.  
Primerica  
Railroad Multimedia Training Association  
Robert Cutting (friends of)  
Searle Pharmaceuticals  
Sequoyah High School  
Scientific Atlanta  
Siemens  
SKC  
South Carolina Dept. of Revenue  
Sony Disc Manufacturing  
Stephen Harvey Salon  
St. Jude Medical Center  
Sunrise ERA Realty  
Superior Essex  
Synesis Corporation  
Teardrop Studio  
Technical Trade Joint Venture

The Armstrong Agency  
The Coca-Cola Company  
The Idea Aquarium  
The Progress Group  
3-Dimension  
Tri-Tech Energy Systems  
TRW  
U.S. Air Force  
U.S. Army  
U.S. Army Infantry School  
U.S. Navy  
Union Pacific Railroad  
Unisys  
Westinghouse Savannah River Co.  
Whistle Blower Justice  
Wildlife Action Center  
Winchesters Wood Fire Grill  
WLOS / WB40 - TV  
Worldspan