

Michele Matossian

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Michele is an instructional designer with additional experience in training, technical writing and multimedia design.

CLIENTS

AMN Healthcare, Autodesk, Forterra Systems, Gordon Productions, Google, Kinetix, Raytheon
Santa Barbara Film Festival, ShoreTel, Stanford Materials Science and Engineering Department
Stanford Medical Center Department of Anesthesia, UCSF Medical Center Department of Radiology

PROJECTS

Instructional Design

[Acute and Chronic Pain](#) (AMN Healthcare, 2011) Editor, Instructional Designer
[HIV Case Studies](#) (AMN Healthcare, 2011) Editor, Instructional Designer
[Critical Thinking](#) (AMN Healthcare, 2011) Editor, Instructional Designer
[Patient Falls](#) (AMN Healthcare, 2011) Editor, Instructional Designer
[Elder Abuse](#) (AMN Healthcare, 2010) Editor, Instructional Designer
[Medical Error Reduction](#) (AMN Healthcare, 2010) Editor, Instructional Designer
[Understanding Heart Failure](#) (AMN Healthcare, 2010) Editor, Instructional Designer
[Gynecare Thermachoice III](#) (Ethicon, 2009) Writer, Instructional Designer at Interact Medical
[Lessons in Scientific Visualization - Chemistry](#) (Autodesk, 2000) Author, Instructional Designer
[Creating Presentations: Autodesk Executive Proposal](#) (Autodesk, 2000) Content Designer
[Creating Contours](#) (Autodesk, 2000) Content Designer

Technical Writing

[Writing for Interactivity](#) (AMN Healthcare, 2011) Author, Instructional Designer
[Instructional Design Best Practices](#) (AMN Healthcare, 2010) Author, Instructional Designer
[QVoice Newsletter](#) (Ascom, 2005) Writer, Graphic Designer
[Teaching Art with 3D Software](#) (ACM SIGGRAPH, 2004) Author, Graphic Designer
[3ds max 6 Visual QuickStart Guide](#) (Peachpit Press, 2004) Author, Graphic Designer
[3ds max 5 Visual QuickStart Guide](#) (Peachpit Press, 2003) Author, Illustrator
[3D Studio MAX 4 Visual QuickStart Guide](#) (Peachpit Press, 2001) Author, Illustrator
[3D Studio MAX 3 Visual QuickStart Guide](#) (Peachpit Press, 1999) Author, Illustrator
[Modular Content Design Standards](#) (Autodesk, 2000) Lead Author, Graphic Designer
[Writing Style Guidelines](#) (Autodesk, 2000) Lead Author, Graphic Designer

Multimedia Design

[Nanotech Biosensor](#) (Nano Letters, Cover Design, July 2011 Issue) 3D Artist
[Opening Credits](#) (2008 Santa Barbara Film Festival) 3D Animator
[Stanford Anesthesiology Annual Report](#) (Stanford Medical Center, 2007) 3D Artist
[Double Plication](#) (Endo Surgical, 2007) 3D Artist, Digital Artist [contract Gordon Productions]
[Simon Nitinol Filter](#) (Bard Peripheral Vascular, 2007) 3D Animator [contract Gordon Productions]
[QVoice Symphony](#) (Ascom, 2006) 3D Animator, Producer at TST Communications
[Product Poster](#) (Micryllium, 2005) 3D Artist, Graphic Designer at TST Communications
[Musculoskeletal Imaging](#) (Lippincott, 1998) 3D Animator [contract UCSF Medical Center]
[The Liver](#) (Lippincott, 1997) 3D Animator [contract UCSF Medical Center]
[Taj Mahal with Clerestory](#) (Kinetix, 1996) 3D Artist

TEACHING

AMN Healthcare, Autodesk, CSU Engineering Consortium, CSU Sacramento, Fair Isaac, Kinetix, Raytheon
Upper Austria University of Applied Sciences – Hagenberg College of Information Technology
College of Marin, Mission College, Kalamazoo College, Bowdoin College, University of Michigan
Conference Presentations: SIGGRAPH, New Media, Multimedia in Education, 3D Design, e-Learning Networks

[slideshow of student work](#)

PROFESSIONAL EXPERIENCE

- 2012 **Lightweaver Communications** Sunnyvale, CA **Multimedia Designer**
- Designed graphics, slideshows and website for company rebranding.
- 2011 **ShoreTel** Sunnyvale, CA **Courseware Developer** (c) = contract
- Created ShoreTel RoamAnywhere Client mobility end user course modules
 - Designed ShoreTel University brand-compliant course template and logo
- AMN Healthcare Educational Services** San Diego, CA **Senior Instructional Designer** (c)
- Created and edited online content for seven online nursing CEU courses
 - Designed PowerPoint templates for writers to design interactive courses in Articulate Studio
 - Designed and delivered training on “Writing for Multimedia” to SME writers and managers
- 2009 – 2010 **K12** Provo, UT **Senior Instructional Designer**
- Designed lessons for flagship math course
 - Wrote audio scripts, art & animation specs
 - Defined and scoped new AP history course
 - Created design specs for Lima-based design team
 - Prototyped lessons and interactive PDFs
 - Presented proposal to key stakeholders
- Google** Mountain View, CA **Graphic Designer** (c)
- Designed Google group logo for the Google Platforms Group
- Stanford University Material Science and Engineering Department** Stanford, CA **3D Designer** (c)
- Designed magazine cover for July 2011 issue of Nano Letters to illustrate nanotech biosensor for article “Matrix-insensitive femtomolar-level multiplex protein detection” by Richard S. Gaster & Drew A. Hall
- Interact Medical** American Fork, UT **Senior Instructional Design Manager**
- Identified learning needs for major clients such as **Asthmatx, Siemens, Baxter and Medtronic**
 - Designed e-learning course “Gynecare ThermoChoice III” for Ethicon division of **Johnson & Johnson**
 - Created storyboards, wrote content, edited video, animated text, worked with SMEs and Flash designers
 - Helped improve the design of internal bid processes and while managing stakeholder needs
- 2008 – 2009 **Stanford University Medical Center Department of Anesthesia** Stanford, CA **3D Designer** (c)
- Illustrated “The Operating Room of the Future” for the Department of Anesthesia Annual Report
- Impact Learning Systems** San Diego, CA **Instructional Designer** (c)
- Estimated and designed modules for **Kaiser Aluminum** employee training project
 - Researched content, interviewed SMEs, and created lessons using Word, Flash, 3ds max and Captivate
- Santa Barbara Film Festival** Santa Barbara, CA **3D Animator** (c)
- Created 3D animated logo for the opening credits of the 2008 Santa Barbara Film Festival
- 2007 – 2008 **Gordon Productions** San Francisco, CA **3D Animator** (c)
- 3D medical modeling and device animation for **Endo Ventures** and **Bard Peripheral Vascular**
 - 3D medical modeling and digital painting for **Medtronic** and **NDO Surgical**
- 2006 – 2007 **Forterra Systems, Inc.** San Mateo, CA **Technical Writer** (c)
- Scoped, estimated and designed major product documentation for pre-IPO virtual reality firm
 - Reviewed source code, wiki documents, interviewed SMEs and updated documents in Visual SourceSafe
 - Provided regular updates to all project stakeholders
- 2005 – 2006 **TST Communications** Bern, Switzerland **Multimedia Producer**
- Animated and produced product 3D marketing video for Ascom AG trade booth at 2006 GSM Conference
 - Wrote, illustrated and laid out Ascom customer newsletter on wireless communication operator products

- 1996 – 2005 **Autodesk, Inc.** San Rafael, CA **Instructional Designer, Graphic Designer, Trainer** (c)
- Wrote Autodesk corporate white papers that defined technical writing and content design standards
 - Created executive prototypes of e-learning deliverables leading to major project funding
 - Designed content, templates and cascading style sheets using SCORM-based reusable learning objects
 - Provided in-person and online interactive training to teams of product managers and external developers
 - Wrote software tool to batch convert existing tutorial document products to formatted web content
 - Created 180-page tutorial on scientific visualization for NCSU Department of Graphic Communication
 - Led teacher trainings on scientific visualization at NCSU and various Autodesk Education resellers
 - Beta tested 3ds max versions 1.0 through 8.0. Revised in-box tutorials for 3ds max version 4.0
 - Designed graphics for 3D Studio VIZ 2.0 software box and 3D Studio VIZ 1.0 magazine ads
 - Trained Technical Publications managers and staff on 3D Studio MAX 1.0
 - **Awarded Autodesk Faculty of Distinction 2000**
- 1997 – 2004 **Peachpit Press** Berkeley, California **Author 3ds max Visual QuickStart Guide**
- Authored four editions of an internationally best-selling book on 3d animation
 - Created all 3d scenes and screenshots. Laid out fourth edition.

ACADEMIC APPOINTMENTS

- 2004 – 2005 **Mission College** Santa Clara, CA **Professor of Digital Art**
- Taught courses in graphic design, animation, and fine art using Photoshop and 3ds max
 - Produced videos of student artwork and animations for public display throughout the college
- 1999 – 2003 **Upper Austria University of Applied Sciences, Hagenberg College of Information Technology**
Department of Media Technology and Design Hagenberg, Austria **Visiting Lecturer**
- Taught intensive courses on art history, principles of design, creativity and 3d animation
 - Featured on ORF TV News of Upper Austria and international program “Hello Austria!”
- 1997 – 1999 **College of Marin** Kentfield, CA **Multimedia Studies Instructor**
- Headed the 3D Animation Program. Taught courses in graphic design, Photoshop and 3D animation
 - **Awarded the 1998 Sigma Nu Epsilon Honor Society Award for Teaching Excellence**
- 1993 – 1994 **Eastern Michigan University** Ypsilanti, MI **Assistant Professor of Art**
- Taught painting, composition and design to graduate and undergraduate students
- 1991 – 1993 **Kalamazoo College** Kalamazoo, MI **Assistant Professor of Art**
- Taught painting, drawing, design and printmaking to graduate and undergraduate fine arts students
 - Served on Kalamazoo College Educational Policy Committee and Academic Computing Committee
 - Organized field trips; advised students, served as NY Arts Program campus advisor
 - **Awarded the 1993 Kalamazoo Faculty Travel Grant - Italy**
- 1990 – 1991 **University of Toledo at the Toledo Museum of Art** Toledo, OH **Instructor**
- Taught basic drawing and figure drawing to undergraduate fine arts students
- 1990 – 1991 **Washtenaw Community College** Ann Arbor, MI **Instructor**
- Taught basic drawing and figure drawing to undergraduate fine arts students
- 1989 – 1990 **University of Michigan** Ann Arbor, MI **Visiting Assistant Professor of Art**
- Taught still life, landscape and abstract painting to graduate and undergraduate students
 - Participated in faculty exhibition and solo exhibition of paintings
- 1988 – 1989 **Bowdoin College** Brunswick, ME **Visiting Assistant Professor of Art**
- Taught painting, drawing and printmaking to graduate and undergraduate fine arts students
 - Organized visiting artist lecture series and student and sponsored senior honors theses
 - **Awarded the 1988 Bowdoin College Research Grant**

EARLY EXPERIENCE

1985

Laboratory for Computer Graphics and Spatial Analysis at Harvard University *Research Assistant*

- Compared and evaluated paint programs under a grant from IBM.

Precision Visuals, Inc. *Computer Graphic Artist* Designed graphic for ad, “The Path of Halley’s Comet” which appeared with credit in Computer Graphics World, Computer Graphics Today, Scientific Computing, Computer Assisted Engineering, Datamation, IEEE Computer Applications, Research and Development

PRESENTATIONS

2010	“Writing for Multimedia”	AMN Healthcare Educational Services
2010	“Instructional Design Best Practices”	AMN Healthcare Educational Services
2008	SBFF opening trailer logo animation	Santa Barbara Film Festival
2006	“QVoice Symphony” 3d animation	Ascom trade booth, GSM Conference Barcelona
2005	“Dharmadhatu: A Journey in Time”	Los Gatos Film Festival
2005	“Dharmadhatu”	Dig Art Exhibition, Armenian General Benevolent Union
2004	“Teaching Art with 3D Software”	SIGGRAPH Educators’ Conference
2004	“Dharmadhatu” world premiere	SIGGRAPH Educators’ Conference
1997	3d Studio Max Training	Autodesk Kinetix Division
2001	3d Studio Max Training	Raytheon Corporation
2001	“Scientific Visualization with 3ds max”	Job Corp of California executive board
2001	“E-Learning Design”	Ex’pression Center for New Media executive board
2001	“Computer Animation with 3D Studio MAX”	CSU Sacramento Department of Computer Science
2001	3ds max demonstration	CSU Engineering Consortium
2001	“Scientific Visualization with 3ds max”	ACTE Conference
2000	“Getting a Quick Start with 3D Studio MAX”	New Media Conference
2000	“3D Web Animation”	New Media Conference
2000	“Scientific Visualization with 3ds max”	North Carolina State University high school teacher training
2000	“Scientific Visualization with 3ds max”	Galileo Academy of Science and Technology
2000	“Scientific Visualization with 3ds max”	CITEA Conference
2000	“Introduction to 3D Studio MAX 3”	3D Design Conference
2000	“Scientific Visualization with 3ds max”	Multimedia in Education Conference
2000	“E-Learning Content Design Standards”	E-Learning Networks Conference
1999	“Getting Started with 3ds max”	Thomas Paton and Associates customer training
1998	“Getting Started with 3ds max”	Id8 Media and Klein Educational Systems customer training
1997	“Getting Started with 3ds max”	VR Visions for Apple corporation employees
1997	“Photoshop for the Web”	Fair, Isaac, Inc. Photoshop training for graphic design staff
1997	3ds max lecture demonstration	Autodesk Executive Briefing Center for Japanese executives
1996	“Collaborations in Medical Illustration”	North Bay Multimedia Association
1996	“Michele Matossian: Recent Work”	North Bay Multimedia Association
1996	“Artists of the NBMA”	North Bay Multimedia Association
1996	“The Liver”	Radiological Society of America
1996	“Artists of the NBMA”	Mill Valley Film Festival Interactive Display

PUBLICATIONS

2011	“HIV Case Studies”	Instructional Designer	AMN Healthcare
2011	“Critical Thinking”	Instructional Designer	AMN Healthcare
2011	“Acute and Chronic Pain”	Instructional Designer	AMN Healthcare
2011	“Patient Falls: Zero Tolerance”	Instructional Designer	AMN Healthcare
2010	“Elder Abuse”	Instructional Designer	AMN Healthcare
2010	“Medical Error Reduction”	Instructional Designer	AMN Healthcare
2010	“Understanding Heart Failure”	Instructional Designer	AMN Healthcare
2010	“Writing for Multimedia”	Author / Designer	AMN Healthcare
2010	“Instructional Design Best Practices”	Author / Designer	Lightweaver Communications
2009	“Gynecare Thermachoice® III Training”	Instructional Designer	Ethicon
2009	“Nanotech Biosensor”	3D Artist	Stanford Materials Science
2008	“Operating Room of the Future”	3D Artist	Stanford Anesthesia Magazine
2008	“Casting” and “Thermal Processes”	Instructional Designer	Kaiser Aluminum
2007	“Simon Nitinol Filter”	3D Animator	Bard Peripheral Vascular
2007	“Double Plication Technique”	3D and Photoshop Art	Endo Surgical
2007	“The Olive Art Path”	Technical Writer	Forterra Systems
2006	“QVoice Symphony”	3D Animator / Producer	Ascom AG
2004	“Dharmadhatu: A Journey In Time”	3D Animator / Producer	Natural Productions
2002	“Digital Dentistry”	3D Modeler	Digidentist
2000	“Modular Content Design Standards”	Lead Author	Autodesk, Inc.
2000	“Writing Style Guidelines”	Lead Author	Autodesk, Inc.
2000	“Scientific Visualization Tutorials”	Instructional Designer	Autodesk Education/NCSU
1999	“SimCity 3000”	3D Modeler	Maxis
1998	“Upper Sonographic Anatomy”	3D Animator	UCSF Medical Center
1997	“Musculoskeletal Imaging”	3D Animator	UCSF Medical Center
1997	“The Liver”	3D Animator	UCSF Medical Center
1996	“Steel Harbinger”	3D Modeler / Effects Animator	Sony PlayStation
1999	“Journey Into the Brain”	3D Modeler	Morphonix
2005	Master Visually 3ds max 7	Writer and Editor	Wylie Publishing
2004	3ds max 6 Visual QuickStart Guide	Book Author	Peachpit Press
2004	“Teaching Art with 3D Software”	Paper Author	ACM SIGGRAPH
2003	3ds max 5 Visual QuickStart Guide	Book Author	Peachpit Press
2001	3D Studio MAX 4 Visual QuickStart Guide	Book Author	Peachpit Press
2000	Mastering 3D Studio MAX 3	Contributing Writer / Editor	Sybex Publications
1997	3D Studio MAX 3 Visual QuickStart Guide	Book Author	Peachpit Press

EDUCATION

Stanford University	Bachelor of Arts	Studio Art and Anthropology
Boston University	Master of Fine Arts	Kahn Award for Painting

ADDITIONAL COURSEWORK

Computer Science: Honors Fund Computing, Intro to Programming Languages, Adv. Graphic Programming, Data Structures
Art: Advanced Painting, Drawing and Anatomy, Advanced Perspectives and Criticism, Art Therapy, Photoshop, Illustrator
Medicine: Anatomy, Physiology, Medical Terminology, CPR, Acupuncture, Chinese Herbs, Chinese Medical Diagnosis
Foreign Languages: French, Spanish and German (intermediate levels), with a smattering of Chinese, Italian and Japanese