

CURRICULUM VITAE

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My skills overlap and form a synergy within the communication and education fields. My main skill is in the reinterpretation and communication of very complex technical information (e.g. biology, computer science, and artificial intelligence) into simplified written communication, instructor-led training, and multimedia e-Learning. I have written technical manuals, patents, marketing brochures, instructor-led and self-paced training activities and lessons, scripts, presentations, and storyboards. In instructional design and course development I have designed and developed classes in technical, biological, as well aviation and aerospace topics.

As well, I have strong skills in organizational leadership and project management, always with an emphasis on innovative ways to deliver clear information products to diverse audiences.

Education

Masters of Education (MEd)

West Chester University
West Chester, PA
1973-1976

Concentration: Biology and Instructional Design

Biology Coursework: Evolution, Entomology, Endocrinology, Chemistry, and Ecology

Education Coursework: Instructional Design, Interpersonal Relationships, Educational Psychology, British Education, and Educational Research and Statistics

Bachelors of Science (BS)

Bloomsburg University
Bloomsburg, PA
1966-1970

Concentration: Biology and Secondary Education

Biology Coursework: Zoology, Genetics, Microbiology, Inorganic and Organic Chemistry, Entomology, Botany, Animal Physiology, Comparative Anatomy, Evolution, Ecology, Statistics, and Freshwater Zoology

Education Coursework: Educational Psychology, Fundamentals of Education, Instructional Design, and education practicum

Professional Certificates

Certificate of Computer Programming

Maxwell Institute

East Norriton, PA

Concentration: Computer programming

Coursework: IBM Assembler, RPGII, Cobol, and Basic

Secondary Education Supervisory Certification

Villanova University

Villanova, PA

1980-1983

Coursework in supervision, statistics, and educational psychology

Affiliate Program - Assessment Facilitator

Carnegie-Mellon University

Software Engineering Institute (SEI)

Pittsburgh, PA

1991

Was training to facilitate SEI assessments for engineering organizations through the program at the Carnegie-Mellon Software Engineering Institute.

Ongoing Education

Self-paced Training

“QuarkXPress 6.0”

2008

Self-paced Training

“FrontPage 2003”

2007

eLearning Guild

“Better eLearning and Online Training”

2007

Unisys Corporation

“Six Sigma Lean”

2006

Adobe/Macromedia

“Captive”

2005

Neil Whitten Associates

“Project Management”

2004

Information Mapping Corporation

“Information Mapping”

2003

Langevin Learning Services

e-Learning

“Training Needs Analysis: A Consultative Approach”

2002

Human Factors International

Eagan, Minnesota

“How to Conduct User-Centered Design”

2002

JoAnn Hackos

“Minimalism”

2001

Microsoft Learning CD-ROMs

“Microsoft FrontPage”

1999

Penn State University

Great Valley Campus

Malvern, PA

Coursework in multimedia and instructional design

1998-1999

Great Valley Learning Center

Great Valley, PA

“Microsoft Project”

1996

Ursinus College

Collegeville, PA

Coursework in HTML coding and Internet Web site design and implementation.

1995

Macromedia Corporation

“Macromedia Authorware”

1994

Information Mapping

“Introduction to Information Mapping

1989

Cabrini College

Fraizer, PA

“Personnel and Organizational Behavior”

1984

Unisys After Hours Program

Radnor, PA

“Artificial Intelligence and Expert Systems” - 1988

“Management Principles for Supervisors” - 1987

“Graphics and B20 Draw” - 1987

“B20 Principles” - 1984

“Accounting Principles” - 1983

Awards

Chairman’s Silver Award of Achievement

Unisys Corporation

2005

Awarded after completing 17 patents in a six-month period for the Knowledge Store data structure.

Unisys Achievement Award of Excellence

Unisys Corporation

2003

Awarded after implementing a usability initiative to bring user-centered design to the R&D division of Unisys.

Unisys Chairman’s Silver Award of Achievement

Unisys Corporation

1993

Annually, all recipients of the previous year’s awards are nominated to receive the next level of award. Received this award for my efforts in the Unisys TIME/KAS expert system training and documentation.

Unisys Chairman’s Bronze Award of Achievement

Unisys Corporation

1992

Awarded this in recognition of work accomplished in bringing the Unisys TIME/KAS expert system training, documentation, and product to first shipment.

Master Teacher

Tredyffrin/Easttown School District
1977

After being extensively observed and rigorously evaluated through one of the first merit programs for teachers in Pennsylvania, was awarded the “Master Teacher” status.

Work Experience**Communication Consultant**

Zuchero Communications
2007-present

Founded a consulting firm to design, develop, and implement communication solutions for businesses and non-profit companies. Solutions range from technical to marketing communication in the fields of computer science, life science, as well as information for general businesses. Deliverables include developing online training; technical documentation, including patents; marketing brochures; and Web site design and content. Consulting projects include:

Instructional Designer

IBM/AT&T

2008

Designed and storyboarded Web-based training for AT&T through a contract with IBM.

Marketing Communicator

Patrick J. Murphy and Associates

2008

Interviewed and wrote a series of newsletter for this pipe-organ builder.

Instructional Designer

Motorola, Inc.

2008

Designed and created troubleshooting and operations Web-based training for Motorola home software.

Instructional Designer and Technical Communicator

Education Management Solutions

2008

Designed and created training and a User Guide for MobilSIM™, a mobile medical simulator.

Regulatory Affairs Analysis

Pfizer Pharmaceutical Company and the Chesapeake Regulatory Group, Inc.

2006-2007

Reviewed and analyzed historical correspondence between the FDA and Pfizer Pharmaceutical Company in regards to ongoing Regulatory Affairs compliance. Also conducted training and developed self-paced training activity.

Instructional Design and Multimedia Authoring

Unisys Corporation

2005-2006

Created e-Learning activities for a complex computer software application.

Patents and Intellectual Properties

Unisys Corporation

2005

Researched and wrote patents for innovative technology and associated software programs and applications.

Usability Advocate

Unisys Corporation

2003-2004

Initiated and implemented a program for product usability awareness for technical writers and engineers.

Product Information University

Unisys Corporation
Training and Education Manager
2000-2002

Acted as dean of university. Responsible for developing curriculum, needs analysis, training budget, and developing or purchasing training courseware and/or instructor-led classes.

Cybergnome Development Group

Unisys Corporation
1998-2000

Developed marketing communications including product demonstrations for AI tool.

Product Information Services

Unisys Corporation
1997-1998

Developed a communications business to sell multimedia, writing, and editing services. Acted as chief lead generator, customer contact, and project manager.

Professional Services

Unisys Corporation
1995-1997

Managed and developed the training and documentation for an enterprise security product. Developed a program to certify professional services personnel in levels of security services; created the criteria, developed the training and tests to evaluate candidates.

Product Information Management

Unisys Corporation
1994-1995

Managed various sized groups of technical writers, editor, artists, and production staff.

TIME/KAS Development Group

Unisys Corporation
1992-1994

Wrote technical documentation and developed five-day training class for this expert systems software application.

Product Information

Unisys Corporation
1983-1992

Began as technical writer, moving from project lead to project supervisor to section manager.

Educator/Writer/ Instructional Designer

Tredyffrin/Easttown School District

1971-1983

Taught biology and developed life science curriculum.

U.S. Army Reserve

Warrington and Bristol, PA

1970-1976

E5 - Infantry MOS

Classes Designed and Taught**Updating the Regulatory History Workbook**

Pfizer, Inc.

2007

Designed and developed online interactive training to teach regulatory affairs personnel how to update spreadsheets to gather and archive historical information about 160 drugs. The course included activities on what types of information to gather, where the information can be found, and how to update the spreadsheets. This class includes narration, animated demonstrations, and read and review activities.

Knowledge Store e-Learning

Unisys Corporation

2006

Designed and developed online interactive training for Knowledge Store, a new type of computer data structure. The course included activities on a rapid application design builder and the 11 analytics used to query data within the data structure.

Introduction to Card Sorting

Unisys Corporation

2004

Researched, designed, and assembled an online multimedia class on the usability/classification concept of sorting large items into distinct categories. Used to design Web site navigational schemes.

Task Analysis

Unisys Corporation

2003

Researched, designed, and wrote a self-paced learning activity on the methodology of task and needs analysis. Included reading activities with practical exercises.

Introduction to Consulting

Unisys Corporation

2001

Researched, designed, and assembled a class, which was delivered via CD-ROM. The class included training materials in PowerPoint, paper, and video vignettes on the right and wrong ways to conduct consulting engagements.

TIME/KAS Training

Unisys Corporation

1993-94

Designed and wrote a five-day instructor-led class, which I also taught to support personnel, on the topic of data acquisition and on a software tool used to create diagnostic expert systems. Class included lecture and practical hands-on training activities.

Introduction to Online Help Tools

Unisys Corporation

1992

Designed and wrote a one-day class introducing technical communicators to online help tools for Windows applications. Taught the class using lecture and practical hands-on exercises.

Introduction to Technical Communication

Unisys Corporation

1987

Designed, wrote, and presented a one-day class introducing new technical communicators to the Unisys way of developing technical communication for hardware and software products.

Life Science

Tredyffrin/Easttown School District

1971-1983

Initiated, developed, and implemented modification to the K-12 Science curriculum. Researched, designed, and co-wrote student materials for a ten-unit course of study. Units included the introduction to life science, scientific method, botany, zoology, microbiology, genetics, evolution, ecology, the cell, and careers in the biological sciences. Researched and wrote hands on self-paced activities for students to work individually and in small groups. Formatted and packaged these materials into the Tredyffrin/Easttown School District's Life Science student workbook. Also taught Middle School life science and acted as department chairperson for 11 years.

Presentations

Charles Sander Peirce and the Triadic Continuum

Unisys Corporation

2005

Wrote the first draft of a script explaining the data structure of the triadic continuum and its discovery by Jane Mazzagatti based on the work of Charles Peirce.

Outsourcing Feasibility Study

Unisys Corporation

2004

Researched the feasibility of outsourcing technical communication development to India. Interviewed others who had done so, attended the 2004 STC conference to gather more input, and then presented the findings of my study to the VP of Technical Communication.

Introduction to Usability

Unisys Corporation

2003

Researched and wrote this presentation to explain to engineers and support staff on user-centered design in software and hardware development.

2001 Legacy

Unisys Corporation

1999

Wrote the script and storyboard for this three-minute video on the technology known as the Cybergnome. Managed the assembly of the video and the narration.

Cybergnome Demonstration

Unisys Corporation

1997

Developed a demonstration to showcase the features and functions of an artificial intelligence tool called the Cybergnome. Presented this demonstration to engineers, marketing, and upper management.

Product Information Consulting

Unisys Corporation

1993-1996

Developed a services business to sell communication services and created a presentation to deliver to potential clients.

KAS/TIME Demonstration

Unisys Corporation

1992-1993

Developed and created a demonstration of the features and functions of this expert system builder. Presented this over the course of two years to visiting engineers and interested partners.

The History of Aviation and Aerospace

Smithsonian Institute - National Air and Space Museum Regional Resource Program

1983-1990

Using resource materials provided by the Smithsonian developed a one-hour presentation on the history of flight and the Space Shuttle program. Presented this as a lecture, slide presentation, question and answer session to school groups and civic organizations.

Building Quality into Technical Communication

Society of Technical Communication - Philadelphia Chapter Colloquium

1989

Presented a 30-minute paper on bringing quality issues and software inspection techniques to technical communication.

The Teacher Center

Tredyffrin/Easttown School District

1983

Presented the findings of a team of five teachers on the feasibility of initiating a teacher center within the school district. Researched the concept by visiting an up-and-running teacher center in New England and then presenting the findings to the school board.

Websites Designed, Built, and Written

www.guardianlandtransfer.com

2008

Created a Website, added content, and created forms for this site, which was developed to educate customers about a title company's services.

www.sanatogavillage.com

2007

Created the Website and wrote the content for this Website to market and sell a piece of commercial property.

www.willowspringkennels.com

2007

Created the Website and wrote the content for this Website for a kennel.

www.zucherocommunications.com

2007

Created the Website and wrote the content for this Website to market and sell my own professional services.

www.banthequarry.org

2002

Created the Website and wrote the content for this Website for a non-profit community action committee.

Books

The Practical Peirce: An Introduction to the Triadic Continuum Implemented as a Computer Data Structure. iUniverse. New York. 2007

Publications

"The Best New BI Invention You've Never Heard Of," *DMReview.com*.
http://www.dmreview.com/specialreports/2007_44/10000157-1.html. October 2007.

"Whatever Happened to Information Mapping?" Published online at
<http://pi.unisys.com/articles/03Oct.htm>. October 2003.

"E-Mail in a Corporate Setting", *TechniScribe*, 41, no. 6, June 2002.

"Are You an Information Engineer?" *TechniScribe*, 40, no. 9, October 2001.

"Writing Online Help with RoboHelp", *The Editorial Eye*, 22, no. 4:8, April 1999.

"Information Architecture", *The Editorial Eye*, 21, no. 12: 8, December 1998.

"Getting Online Help from EPSS", *The Editorial Eye*, 20, no. 11: 5, November 1997.

"Leaving Copyediting for Computing", *The Editorial Eye*, 20, no. 6: 10, June 1997.

Multimedia Storyboarding for Technical Writers, in Stet Again!, Linda Jorgenson, ed., EEI Press, Alexandria, VA. 1996, pp. 323-325.

"Shoot for the Moon: Distance Learning," *The Editorial Eye*, 21, no. 9: 1-3, December 1996.

"How to Start Working in Web Publishing", *The Editorial Eye*, 19, no. 10: 5, October 1996.

"Worried about Your Future? Education's Your Best Ammunition", *The Editorial Eye*, 19, no. 9: 8, September 1996.

Multimedia Storyboarding, *The Editorial Eye*, 19, no. 7: 1-3, July 1996.

"Reinvent Yourself Through Multimedia", *Intercom*, 43, no. 3: 18-20, March 1996.

"Using Inspections to Improve the Quality of Product Documentation and Code", *Technical Communications*, 42, no. 3: 426-435, August 1995.

"The Process of Estimating," *News and Views*, 27, no. 8: 1-7, May 1992.

Professional Memberships

The eLearning Guild
2005-present

The Charles S. Peirce Society
2005-present

Society for Technical Communication
1988-2006

Intercomm
Advisory Board Member
2001

Pennsylvania State Educators Association
1971-1983