

Harriet Ann Jordan

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Summary

An instructional and information designer and developer of multimedia educational/training materials. Has over twenty years of professional experience, recently with a particular focus on online interactive etextbooks. In addition, has multiple postgraduate qualifications in computers and education. Has worked both independently and as a member of a team, and has been involved in project management.

Career

Cambridge University Press

2009 - present

Education Instructional Designer (2009-2012) and **Digital Publisher** (2012-present)

- Advise on digital strategic policy for Education division, both in Australia and internationally.
- Represent Publishing team on major digital projects.
- Instructional and information design of online interactive etextbooks and study guides.
- Instructional design of online based learning tools.
- Plan and commission textbooks to support secondary education curricula.
- Project management.

Savv-e Pty Ltd

2009

Instructional Designer

- Instructional design and build of system demonstrations.
- Writing of Help documentation for rapid e-learning product Savv-e Express.

SingTel Optus Pty Ltd (formerly Cable & Wireless Optus)

2000 - 2008

Media Specialist (2000-2001), **E-Learning Media Specialist** (2001-2007) and **eLearning Specialist** (2007-2008)

- Instructional design of Web based training packages.
- Instructional design and build of CD-ROM based training packages.
- Build of system simulations/demonstrations.
- Information design and build of Web pages for Optus intranet.
- User support for Learning Management System.
- Evaluation of off-the-shelf CD-ROM and Web based training packages.
- Project management.

Commonwealth Bank of Australia

1988-2000

Courseware Development Officer (1992-1993), **Senior Courseware Development Officer** (1993-1995), **Senior Multimedia Designer** (1995-1999) and **Senior Learning Consultant, Multimedia** (1999-2000)

- Instructional design and build of CD-ROM training packages.
- Maintenance of training management system.
- Documentation of procedures.
- Project management.

Part Time Contract/Independent Work

1998 - present

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- Authorware support to Dyno Nobel and Successium Pty Ltd.
 - Lectures in Information Architecture and Electronic Information Design for UTS.
 - Design and build of Web sites for non-profit organisations, including NSW Fencing Association, Classic Rally Club of NSW and Australian Brontë Association.

Experience

Instructional design

- Responsible for instructional design of numerous online learning packages, interactive etextbooks, and more recently print textbooks, for Cambridge University Press, including:
 - *Dynamic English Skills for the Australian Curriculum*
 - *Studies of Religion*
 - *Preliminary and HSC Legal Studies*
- Responsible for instructional design of numerous online training programs for SingTel Optus, including:
 - *Risks and Controls*: risk management methodology for managers.
 - *Cost Centre Management*: internal budgeting and forecasting processes (including SAP demonstrations) for new Cost Centre Managers.
 - *Reitz SVoC*: processes for using new customer support computer systems.
- Involved in instructional design plan for numerous CD-ROM training programs for the Commonwealth Bank, including:
 - *Effective Leadership*: prerequisite to a workshop for management staff.
 - *Australian First Aid*: conversion of St John Ambulance classroom course.
 - *Equal Employment Opportunity*: regulatory training for all staff.
- Responsible for instructional design of classroom course:
 - *Measurement and Evaluation Methodology*: training for SingTel Optus Learning and Development staff on new training evaluation methodology.
- As part of Graduate Diploma in Computer Based Learning, and Master of Education, completed Instructional Design subjects, including:
 - Principles of Instructional Design (Distinction).
 - Foundations of Interactive Learning (Distinction).
 - Independent Project (High Distinction).

Information design

- Member of project teams for developing/extending online platforms for Cambridge University Press, including:
 - *Cambridge Gateway Online* education portal.
 - Interactive textbook delivery platforms.
 - Edjin Learning Management System
- Responsible for information design of various Human Resources intranet sites for SingTel Optus, including:
 - *Lead the Journey*: resource for managers.
 - *My Career*: career and development information for all staff.
- Responsible for information design and content writing of various non-profit websites:
 - Commonwealth Fencing Federation.
 - Sydney University Fencing Club.
 - Classic Rally Club of NSW.
 - Australian Brontë Association.
- Responsible for writing Help documentation for rapid elearning product Savv-e Express.
- Responsible for designing concise user documentation (“cheat sheets”) for a number of SingTel Optus systems.

Software

eLearning development/management:

- Adobe Captivate. System demonstrations and practice activities developed for:
 - Cambridge University Press.
 - Savv-e.
 - SingTel Optus.
- Adobe Authorware. CD-ROM projects developed for:
 - SingTel Optus.
 - Commonwealth Bank.
 - Successium Pty Ltd.
 - Dyno-Nobel.
- Articulate rapid eLearning packages Quizmaker and Presenter.
- Learning Management Systems:
 - Oracle iLearning (customised for SingTel Optus).
 - Insight (proprietary system developed for Commonwealth Bank).

Website development/management:

- Adobe Dreamweaver:
 - Intranet sites developed for SingTel Optus.
 - Websites developed for various individuals and non-profit organizations.
- Joomla Content Management:
 - Websites under development for various non-profit organizations.
- Vignette Content Management:
 - Intranet sites maintained for SingTel Optus.

Other:

- Adobe graphics packages Photoshop and Fireworks.
- Microsoft Office suite: Word, Excel, PowerPoint, Access.

Project management and teamwork

- Project manager for *Effective Leadership* and *Equal Employment Opportunity* for the Commonwealth Bank. Involved in design and development, and arranged photographic shoots, audio recording, user testing and CD-ROM production.
- Member of digital strategic planning teams for Cambridge University Press.
- Member of design/development team for numerous multimedia and digital publishing projects for Cambridge University Press, SingTel Optus and the Commonwealth Bank, including the *Cambridge First for the Australian Curriculum* range of etextbooks, *Desktop Skills*, *Teller Training*, *Australian First Aid*, *My Career* and *Reitz*.
- Completed Commonwealth Bank Project Management courses and University subject Managing Development of Computer Based Learning (High Distinction).

Independent work

- Solely responsible for numerous multimedia and digital publishing projects for Cambridge University Press, SingTel Optus and the Commonwealth Bank, including *Maths-in-a-Box Interactive*, *Cost Centre Management* and *Counter Intelligence*.
- Solely responsible for the full documentation of procedures used by the Commonwealth Bank Multimedia section, on its transfer to different business unit within the Bank.
- Solely responsible for the design and implementation of a new system of collecting and collating Bank-wide training data, for Commonwealth Bank Board.

Education

Master of Letters **2001 - 2005**

University of Sydney.

Degree in English Literature: coursework and treatise.

Master of Multimedia Design with Honours **2000**

University of Sydney.

Subjects include Electronic Publishing and Online Design.

Master of Education (Computers in Education) with Merit **1997 – 1999**

University of Sydney.

Subjects include Cognitive Processes and Computers, Psychology of Learning, Knowing and Thinking, and Quantitative Research Methods.

Graduate Diploma in Computer Based Learning with Distinction **1995 – 1996**

University of Technology, Sydney.

Subjects include Communication Technology and Distance Learning, Principles of Instructional Design and Computer Managed Learning.

Diploma in Arts (Philosophy) **1992 – 1996**

University of Sydney.

Subjects include Logic, Ethics and Epistemology.

Bachelor of Arts (Honours) **1984 – 1987**

University of Sydney.

Subjects include English Literature (Honours), Law and Mathematics.

Awards and Achievements

Multimedia/Training Design Awards

- Best Student Project Award from Australian Society for Computers in Learning in Tertiary Education for *An Introduction to Foil Presiding*, 1997.
- Certificate of Special Commendation from Australian Institute of Training and Development (NSW Division) for *Australian First Aid*, 1996.

Professional Certification

- Nielsen Norman Group UX Certified

Service Awards

- Robyn Chaplin OAM Award for Outstanding Service to Australian Fencing, 2009.
- Clubwoman of the Year from Sydney University Sport for service to Fencing Club, 2005.
- Gold Award from Sydney University Women's Sports Association for service to Fencing Club, 1997.

Sporting Awards and Achievements

- Fencing Blue from Sydney University Women's Sports Association, 1996.

Personal Details

Memberships

- Sydney University Women's Sports Association:
 - Member since 1984 (Life Member since 1988).
 - Member of General Committee (Fencing Club delegate), 1987-2003.
- Sydney University Fencing Club:
 - Member since 1985.
 - President 1988, 1991-1992, 2004-2007.
 - Vice President 1987, 1989-1990.
 - Treasurer 1993-2001, 2003.
 - Secretary 2002.
 - Technical Director 2004-2016.
 - Member of Australian Universities Championships Organising Committee, 1999, 2005.
 - Chair of Club 60th and 70th Anniversary Dinner Organising Committees 2005, 2015.
 - Initiated and maintain record of results from Club Championships.
 - Designed and developed Club website.
- NSW Fencing Association:
 - Member since 1986.
 - Treasurer, 1993.
 - Member of Council (Sydney University Fencing Club delegate), 1989, 1991, 1997-1999, 2002.
 - Member of Selection Committee, 1997-2001.
 - Administrator, Women's Sabre Development Program, 1999.
 - Designed, developed and maintain Association Web site, 2000-2016.
- Australian Fencing Federation:
 - Member of Australian Fencing Team for various international events, including World Championships, 1998 – 2001, 2007, 2009, 2012, 2014-2017.
- Classic Rally Club of NSW:
 - Member since 2008.
 - Webmaster 2008-2015.

Interests

Reading, Films, Theatre, Fencing

Referees and Portfolio

Available upon request.