

Michael J. Burks, Ph.D.

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Objective

Assist organizations in communications and support of education and training through effective design, development, and deployment of information using interactive, digital technologies.

Experience

Administrator – Teaching, Learning, Research and Clinical IT Support, Saint Louis University, Information Technology Services, Saint Louis University, Des Peres Hall, 3694 West Pine Mall, St. Louis, MO 63108-3304

Lead University-wide efforts regarding use of technology for teaching, learning, research and clinical endeavors. Developed Division-wide policies, strategic plan, and budgets. Provided senior level leadership, set strategic directions for areas of responsibility, managed personnel (three direct, manager level reports and 37 individuals total), coordinated efforts to increase and improve use of technology in teaching, coordinated development of eLearning technologies, and worked cooperatively with the Center for Teaching Excellence and other units in the University.

July, 2004 – June, 2006

Director, Academic IT Services, Saint Louis University, Information Technology Services, Saint Louis University, Des Peres Hall, 3694 West Pine Mall, St. Louis, MO 63108-3304

Assist faculty, graduate teaching assistants and students in using technology in their teaching, learning and research. Supervise specialists in the use of eLearning tools (including course management software) and desktop support. Research and recommend technologies for use in teaching, learning, and research. Develop programs to assist faculty in group and individual settings to identify needs and, where applicable, appropriate technology solutions. Lead development of specific tools to support faculty and students.

July, 2003 – June, 2004

Creative Director, Vertecon, Inc. (formerly Primary WebWorks, Inc.)

622 Emerson Rd., Suite 400, St. Louis, MO 63141

Assess client needs, developed project plans, budget, and proposals for Web-based e-commerce, information, and marketing. Contribute to proposal of site structure and functionality. Guide overall visual approach and development of Web site look and feel. Manage completion of the interface for Web sites of all sizes. Developed processes, procedures, performance, and management structure and organization. Provided vision and direction for this area relative to the company market position. Set standards for work quality. Supervise five visual designers.

April 2000 – Feb. 2001.

Producer, Influence.Incubator, LLC.

35 Maryland Plaza, St. Louis, MO 63108

Plan, design, and develop portal Web sites for electronic business and commerce. Write overall policies and processes for site development. For specific properties, I assist in developing business and marketing plans, site structure, develop functional requirements, site navigation and content, site enhancement plans, and plan day-to-day maintenance and operations. Approve site look and feel and graphical user interface. Supervise two assistant producers responsible for day-to-day operations.

Aug., 1999 – March, 2000

Project Manager, Information Technology, Maritz Travel Company

1395 North Highway Dr., Fenton, MO 63099

Manager of the Client Travel Web Site product, designing and developing Web sites based on standard structure and tailored to Fortune 500 clients. Managed team of three people, set time lines and budget. Worked directly with clients and marketing/sales teams. Technologies included HTML, DHTML, Java Script, Active Server Pages, Access database and Sybase database.

July, 1998-Aug., 1999

Information Designer – Freelance

Developed interactive materials for businesses and nonprofit organizations to provide training, education, and marketing support appropriate for target audiences. Designed and programmed Web sites as part of this work. Technologies included HTML, DHTML, and Java Script.

Nov., 1997-June, 1998

Media Producer/Designer, Technology Applications, Inc.

17 Research Dr., St. Charles, MO 63304

(after acquisition of **K Gordon & Associates**, where I was Vice President – Operations)

Information/instructional designer, production manager for interactive media: computer based training, interactive information, Web sites, CD-ROM, DVD, touch-screen kiosks, and hybrid media, employing a variety of new media techniques, including virtual reality, animation, photography, non-linear video, and motion picture applications. Work involved presentations and RFPs in conjunction with marketing/sales team, developed budgets and timeline.

Jan., 1995-Nov., 1997

Professor of Electronic and Photographic Media, School of Communications,

Webster University, 470 E. Lockwood, St. Louis, MO 63119

Taught six to eight courses per year, designed curricula for degree programs, designed and implemented courses in writing, video, film production, media aesthetics and film appreciation and history. Served on numerous committees, supervising graduate and undergraduate student projects. Advised students at all levels.

Aug., 1986-May 1997

Producer/Director - Film and Video - Freelance

Including industrial video, TV news, advertising and narrative production on video tape and film for local broadcast, regional, national and cable TV and limited theatrical release (videotape rental/purchase, selected theatres, public television).

Sept., 1974-June, 1997

Experience in **higher education and adult education**

in four-year colleges and universities (21 years total): Avila College, Kansas City, MO; The University of Kansas, Lawrence, KS; teaching areas included theatre, communication, photography, video production, film production, and applied media aesthetics.

1970-76

Computer Skills

Proficient in *Photoshop, ImageReady, BBEdit, QuarkXpress, Dreamweaver, Illustrator, Pagemaker, MS Power Point, MS Word, MS Excel, MS Access, MS Project*, HTML, DHTML, MAC OS9, OSX, Win2000/XP. Some Java Script, *Flash, Illustrator, Director, Authorware*.

Education

- 1990 **Ph.D.** University of Kansas, Lawrence, KS
Concentration: Media Arts
- 1974 **M.A.** University of Illinois—Champaign-Urbana
Concentration: Theatre
- 1968 **B.A.** Oklahoma Baptist University

References

Professional references will be provided upon request.

Selected Clients & Projects

Please note: I have advised clients that Web sites should be changed substantially at least once each quarter. Therefore, many of the sites listed below will have changed since my involvement with them. Also, my role for each project is described in parenthesis following the project name.

Internet

vertecon.com (Creative Director)
bridge.com (Creative Director)
mastercard.com (Creative Director)
barry-wehmiller.com (Creative Director)
xtralease.com (Creative Director)
drivethere.com (Producer)
rohmandhaas.maritztravel.com (Project Manager)
tiaa-cref.maritztravel.com (Project Manager)
tea.maritztravel.com (Project Manager)
maritz.maritztravel.com (Project Manager)
www.petropolis.com (Designer/Developer)
www.porchey.com (Designer/Developer)
www.golfmasters.com (Project Manager)
www.tai.com (Project Manager)
www.paraquad.org (Designer/Project Manager)
www.bodinealuminum.com – internet/intranet (Project Manager)

Intranet

Texas Instruments – intranet prototype (Developer)
Maritz Travel Company – travel portal (Project Manager)

CD-ROM

U.S. Dept. of Agriculture – new accounting system introduction (Project Manager)

Farm Service Administration – field service software training (Project Manager)

Rural Housing Administration – new regulation training (Instructional Designer/Project Manager)

Touch-Screen Kiosk

U.S. Army Corps of Engineers – Lake Wappapelo Visitors' Center (Project Manager)

Hybrid – CD-ROM/Website

Southwestern Bell – Phone store product training (Project Manager)