

FREEDOM BAIRD

INSTRUCTIONAL DESIGN
INFORMATION DESIGN

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EDUCATION

Massachusetts College of Art and Design. Boston, MA. MFA Interdisciplinary Art, 2014-16
Massachusetts Institute of Technology. Cambridge, MA. MS Media Arts & Sciences, 1995-97
Oberlin College. Oberlin, OH. BA Neurobiology, 1981-85

SKILLS

Instructional Design, Information Design, Web & Graphic Design and Development, Writing, Editing, Illustration, Storyboarding, Wireframing, Content Management, Web Data analysis, Photography, Photoshop, Illustrator, InDesign, Premiere, WordPress, edX, Moodle, REDCap, Tableau Public, HTML, CSS, PHP and many other applications and environments

EXPERIENCE

Harvard Medical School Global Academy

Instructional Designer, 2016-Present

Instructional and user experience design consultant for Harvard Medical School's Global Academy as it launches its inaugural website and online courses. Collaborate with faculty and subject matter experts to design meaningful learning objectives and transform these into a flagship series of continuing medical education courses informed by current adult learning science. Collaborate to design and integrate a range of media into online courses including text, graphics, video and interactive elements. Incorporate measureable formative and summative learner assessments. Research and disseminate fair use best practices, maintain a rapport with edX learning platform team, collaborate with in-house accreditation team, develop a course production infrastructure and production guidelines for use by Global Academy team.

New England Consortium of Metabolic Programs, Boston Children's Hospital

Web Manager, 2009-2016

Wrote, edited, illustrated, designed and developed the website of the New England Consortium of Metabolic Programs. Collaborated with physicians, psychologists, nutritionists and researchers to develop the highest quality health information for patients with inborn metabolic disorders. Collaborated on print and web guides for educators, parents, teens and health care providers. Adapted complex medical literature and illustrations for use by lay readers. Researched and developed online versions of established neuropsychological assessments. Grew web site readership from 2,600 visitors per year reading 8,400 pages of content to 41,000 visitors per year reading 81,500 pages of content.

Furibden Knowledge

Public Radio Interview, 2011

Interviewee on NPR's Radiolab. Talked with hosts Jad Abumrad and Robert Krulwich about Furbies, Alzheimer's, an emotional instance of the Turing Test, robots' experience of their own emotions, and our experience of robot emotions.

Tobin School Soil & Air Contamination and Remediation Timeline

Researcher, Author, 2011

Researched and wrote a detailed chronology of the landfill, contamination, and subsequent soil and air remediation at the Tobin School, 197 Vassal Lane, Cambridge, MA, derived from publicly available reports, articles, and resources.

Studio Foundation Department, Massachusetts College of Art and Design

Technology Instructor, Fall 2009

Taught sections of the Digital Media Workshop in the Studio Foundation program for freshmen at the Massachusetts College of Art and Design. Taught introduction to photography, digital image processing, and printing. Wrote and illustrated curriculum and handouts.

Center for Young Women's Health, Boston Children's Hospital

Internet Resource Coordinator, Web Project Manager, 2003-2009

Coordinated and modernized digital media resources at a teens' health center at a prominent children's hospital. Managed content contributions by staff, streamlined production workflow. Produced quarterly print health newsletter for teens. Upgraded chat technology. Expanded outreach by developing e-mailing lists and e-newsletters. Researched, designed, and implemented a comprehensive revision of youngwomenshealth.org, growing readership from 720,000 unique readers per year to 9 million readers/year, reading 12 million pages of content per year. Obtained internationally recognized accreditation for the site. Improved site usability, added modern features. Troubleshoot and optimized server performance. Co-developed and launched companion website for boys. Contracted programming projects out to third party vendors. Hired and supervised full-time graphic and web designer, and part-time college interns. Coordinated revision of site content, translations, and illustrations. Participated in grant-writing and fundraising. Mentored high-school interns on media projects. Launched and oversaw youth advisors' blog project. Consulted to other hospital departments on chats, blogging, e-outreach, and other digital media issues.

iRobot Corporation

Video Production Coordinator, 2001-02

Coordinator of in-house video production for small robotics firm. Documented robots in development, created appealing marketing videos, overhauled suite of video editing equipment. Collaborated with marketing colleagues. Hired and oversaw undergraduate video interns.

Haus Der Musik

Interactive Documentarian, 2000

Interactive documentarian and game-developer for an exhibit in Vienna's *Haus der Musik* museum. Unearthed archival content and developed several interactive documentaries illustrating the history of the Brain Opera project and exhibit. Co-developed an interactive singing game installed in exhibit kiosks.

Cambridge Community Television

Digital Media Instructor, 1997-98

Volunteer instructor in CCTV's computer center. Taught people of all ages and backgrounds to use essential applications on Macs and PCs, including internet searches, word processing, imaging, and video editing. Helped maintain equipment and manuals. Received Volunteer Intern of the Year award.

Massachusetts Institute of Technology, Center for Educational Computing Initiatives

Educational Software Developer, 1998-99

Re-designed and implemented The Virtual Screening Room, a teaching tool prototype for college-level Cinema Studies. Developed an intuitive interface for navigating 100+ screens of content and searching a database of five hundred annotated film clips. Oversaw undergraduate interns working on the project.

Computer Clubhouse

Instructor, 1996

Taught pre-teen girls how to use personal media to make animated, interactive stories. Provided instruction in scanning and retouching photos, online media research, sound editing, and digital animation.

Contentware

Website and CD-ROM Designer, 1994-95

Designer of CD-ROMS and web sites for established retail clients such as Lands' End and F.A.O. Schwartz. Worked with clients to effectively translate print ad campaigns into digital media. Collaborated with colleagues to find innovative ways to use the web in its earliest days.

Young & Rubicam

Video Editor, 1993

In-house video editor for large advertising firm. Used and maintained state-of-the-art editing suite. Worked on scripts and shot footage. Collaborated with designers, writers and producers to prototype and test advertisements.

LANGUAGES

Spanish, French, singing Bulgarian

AWARDS

2014-16	Dean's Scholarship, Massachusetts College of Art and Design, graduate studies in interdisciplinary art
2014-15	Vital Impact Scholarship, Vital Impact Foundation, graduate studies in interdisciplinary art
2012	Public Service Award, Massachusetts Association for Gifted Education, parent advocate
2004	Mother of the Year, Cambridge Birth Center, Cambridge, MA, for midwife-delivered twins
2000	Silver Medal, I.D. Magazine Annual Design Review, The KidsRoom 2, Millennium Dome, co-creator
1999	Volunteer Intern of the Year, Cambridge Community Television, Cambridge, MA, digital media instructor
1997-98	MIT Council for the Arts, Grant to co-create Interactive Media Festival, grant-writer, artist, performer
1997	Lincoln Center Dance and Film 97 Award, Camarà, New York, NY, videographer
1996	National Information Infrastructure Award, A Random Walk Through the 20th Century, video editor
1995-97	Full scholarship and stipend, M.I.T. Media Lab Master's Degree Program, interactive media researcher
1994	Noteworthy Award, New Voices New Visions, The Baird Family Ball, NY Film Festival, interactive animator