

KAREN KREPS

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I enable other people's success by helping them communicate clearly. I clarify, organize and present their ideas in ways that eloquently express their messages. I give them the right words, with appropriate style and proper grammar, and I help them communicate their vision using interactive technology. I find ways to use the Web that compel others to work with them.

AREAS OF EXPERTISE AND SKILL

Website Creation/Management

Produce websites that conform to Web standards and Section 508 accessibility requirements.

Websites since 1993; online content since 1987

- ✓ Plan and execute project management
- ✓ Write technical, business and marketing copy
- ✓ Provide rigorous copyediting services
- ✓ Design intuitive information architecture
- ✓ Create compelling Graphical User Interfaces
- ✓ Layout pages with Cascading Style Sheets
- ✓ Produce Flash Animation / Video
- ✓ Produce Web photo albums
- ✓ Organize dynamic database driven content
- ✓ Recommend appropriate use of Web 2 applications like blogs, wikis and RSS feeds
- ✓ Provide Internet education to non-technical users
- ✓ Respond promptly to client email and phone calls
- ✓ Assist in choosing and setting up hosting services
- ✓ Upload sites using File Transfer Protocol
- ✓ Execute File Permissions and secure directories
- ✓ Set up multiple POP email accounts
- ✓ Brainstorm, register and resell domains
- ✓ Perform Search Engine Optimization
- ✓ Plan viral marketing
- ✓ Test and perform Quality Assurance to ensure that design features degrade gracefully in diverse platforms, browsers and screen configurations.

e-Learning Content Development

Develop print/electronic training materials for industry, consumers, academia and K-12.

WBT since 1995; CBT since 1988

- ✓ Understand target audiences to assess needs and design course curriculums
- ✓ Design course outlines
- ✓ Develop content for the e-learning process and design methodology.
- ✓ Create storyboards for animation
- ✓ Write assessments
- ✓ Create role-play scenarios
- ✓ Effectively collaborate with subject matter experts, technical staff, project teams and trainers to incorporate topical information into a final product
- ✓ Accurately and effectively take information from the client and develop training
- ✓ Understand how to work with and appropriately present different content types
- ✓ Function as a "Learning Consultant" for the customer
- ✓ Meet deadlines while working independently or in a team environment
- ✓ Step outside role to wear different hats when needed
- ✓ Demonstrate excellent skills with Microsoft Word, the CourseBuilder Extension and RoboHelp.

**Commissioned an "Honorary Texan"
by Gov Rick Perry, June 26, 2006**

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TECHNICAL TOOLS RECENTLY USED

✓ Adobe CS4 (Dreamweaver, Photoshop, Illustrator, Fireworks, Flash, Contribute), InDesign 2
✓ XHTML, DHTML, CSS-P, Javascript, FTP, WordPress
✓ Microsoft Windows XP, DOS, MS Word, MS Project, MS PowerPoint, MS Publisher, MS Outlook
✓ Apple OSX preferred

PROFESSIONAL EXPERIENCE

Business Owner

1998-present **NET INGENUITY** Sole proprietorship offers creation, redesign and maintenance services of marketing and educational websites for small businesses, professionals, visual and performing artists and not-for-profits. Sites feature Web standards and ADA compliance, database integration, forms, e-commerce, video, audio, pdf documents, calendar information, password-protected areas, Flash animation, JavaScript and CSS rollovers, Graphical User Interfaces, Search Engine Optimization. PORTFOLIO: [HTTP://NETINGENUITY.COM](http://NETINGENUITY.COM)

Staff Positions

1997-1998 **IBM Producer** Developed intranet applications and training using alternative media delivery at the Austin Learning Center; managed the production of training videos for Global Services.

1995-1996 **AUSTIN AMERICAN-STATESMAN (a.k.a. Cox Interactive Media) Creative Manager** for **austin360.com**; developed concept and design for website focused on Austin news, music, high-tech, environment, and trends. Hired and trained staff. Developed a network of freelancers and community contributors; responsible for database management, live chat with guest experts, and daily updates.

1987-1994 **PRODIGY SERVICES COMPANY Senior Producer (Consultant 6/93-2/94)**
Wrote, assigned, scheduled, produced, and promoted consumer educational features; pioneered interactive formats, including Prodigy's first quizzes and bulletin boards; wrote software specifications, tested tools, edited documentation, and trained staff.

1985-1987 **WOMAN'S WORLD MAGAZINE Articles Editor**
Assigned feature stories for national weekly.

1980-1985 **EAST/WEST NETWORK Associate Editor**, Eastern's REVIEW
Developed in-flight magazine features on travel, entertainment, real estate, technology and trends; wrote columns and contributed to editorial planning.

1978-1980 **CUE NEW YORK MAGAZINE, Movies Editor/Columnist**
Wrote spotlight on arts and entertainment, plus features.

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Team Projects/Responsibilities

TECHNOLOGY INNOVATION GROUP— Co-wrote, edited, produced and marketed *InnovationMatters*, a semi-monthly e-newsletter about technology commercialization. 2005–2007

AEGIS LENDING & AEGIS MORTGAGE—Subcontractor for **Isis Interactive** Created training manuals for account executives. 2005–2006

TRIAND—Wrote help files and tutorials for educators using a database management system to track student records. 2004

BANK OF AMERICA—Subcontractor for **Rapid Intake** Wrote and produced Web-based soft skills training for managers. 2003

DELL COMPUTERS—Subcontractor for **Liquid Concepts** Wrote copy for Dell Computer's "Know The Net" educational website for students, parents and teachers. 2002

UT'S DISTANCE EDUCATION CENTER—Edited, wrote, and helped produce high school- and college-credit classes for Web-based training. 2001

DELL COMPUTERS—Subcontractor for **HCI Consulting** Wrote script for Web-based training about ethics for Dell executives. 2000

U.S. NAVY—Subcontractor for **Isis Multimedia** Coded complex website about how education plays key role in jobs with US Navy. 2000

DELL COMPUTERS—Subcontractor for **Human Code** Managed content development for 11,000 page intranet sales training site. 1997

NETRABBIT—Managed content for launch of first IPO investment website. 1996

IBM—Subcontractor for **Ozz Research** Wrote CD-ROM script for IBM training on client-server concepts. 1995

AMICUS—Trained staff at Virginia Tech and the Council for Advancement and Support of Education to develop Internet services. Wrote technical documentation for WISIWIG HTML authoring software. 1995

L.A. TIMES—Built user guide and election section for new online service. 1994

ATLANTA JOURNAL CONSTITUTION—Helped train staff to create online content. 1994

PHILIPS ELECTRONICS— Subcontractor for **Melia Design** Wrote copy for Philips Electronics intranet. 1994

PUBLIC SPEAKING

- ◇ Hosts monthly public discussion group linked to column on "Intimacies"
- ◇ Guides groups on "The Grand Tour of e-Learning Resources" (for e-learning DevCon 2005, Texas ASTD's e-learning SIG 2006, Adobe Users Group 2006, TX Dept of Information Resources)
- ◇ Integral Yoga® Instructor of Beginner, Intermediate and Advanced Hatha, RYT® 500
- ◇ Formerly a licensed NYC tour guide, escorting groups of 50+ through the Big Apple

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PRINT PUBLISHING HISTORY

- AUTHOR* *Intimacies: Secrets of Love, Sex & Romance*—collection of columns about relationships
- The 60-Day Diet Diary*—a trade paperback “how-to” best seller. Six printings, sold more than 250,000 copies. Dell, 1982
- COLUMNIST* *The Good Life* magazine—advice and essays about love, sex, relationships and romance. Feb 2002–Jan 2009
- FILM CRITIC* *Boxoffice* magazine—specialized in foreign / independent films 1980–1993
- JOURNALIST* The New York Times Co., the *Washington Post*, the *New York Post*, the *New York Daily New*, *Diversion*, *Success* and *Experience Austin* magazines
- SCRIPTWRITER* The Progressive Radio Network—wrote news stories set with popular music
- EDITOR* *Integral Yoga* magazine—Edit national quarterly publication 2006–present
- Woman’s World* magazine—Articles Editor; Assigned, edited and wrote feature stories for national weekly. 1985–1987
- Review* magazine—Associate Editor; East/West Network for Eastern Airlines Developed in-flight magazine features on travel, entertainment, real estate, technology and trends; wrote columns; editorial planning. 1980–1985
- Cue New York* magazine—Movies Editor and Columnist; Wrote arts and entertainment spotlight, plus features; managed program listings of 800 regional cinemas. 1978–1980

Personal Intellectual Property and Professional Networks

Education and Professional Development	Affiliations
<p><i>MASTER OF ARTS</i> New York University Cinema Studies</p>	<p>Austin Adobe Users Group (AAUG) <i>Member 2001–present</i></p>
<p><i>BACHELOR OF ARTS</i> New York University Major: English/Dramatic Lit Minor: Journalism</p>	<p>Her Domain of Austin (Austin Webgrrls) <i>Founding member 1995–present</i></p> <p>American Society for Training & Development (ASTD) <i>Member 2003–2005</i></p>
<p><i>MANAGEMENT TRAINING</i> FastTrac I Entrepreneurial Training Program, City of Austin, TX. June 1999 Project Management Team Leadership, IBM (PartnerWorks) Jan. 1998 Frontline Leadership, Zenger-Miller, Jan. 1996</p>	<p>Usability Professionals Association (UPA) <i>Member 2003–2005</i></p> <p>Association of Internet Professionals (AIP) / Intl. Interactive Communications Society (IICS) <i>Board member 1996–2002</i></p>