

# Stephanie Knab

## contact.

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## education.

### **B.A. Communication Arts, focus in media studies**

University of Wisconsin-Madison  
Sept. 2011-Aug. 2015

### **Certificate in Digital Studies**

University of Wisconsin-Madison  
Sept. 2011-Aug. 2015

### **Study Abroad Program**

University of Westminster  
London, England  
Sept. 2013-Jan. 2014

## skills.

HTML/CSS  
Adobe Dreamweaver  
Adobe Photoshop & Illustrator  
Adobe Premiere  
Adobe Captivate  
Adobe Audition  
Adobe After Effects  
Audio/Video Editing  
Balsamiq  
Microsoft Access  
Desire2Learn Content Management System

## activities.

### **VP of Membership**

Country Music Association (CMA)  
Edu

Designed and produced promotional materials which helped double student membership in one semester and were featured by industry professionals via social media, organized and facilitated monthly meetings with members, and corresponded with CMA's community outreach professionals about club's progress.

## objective.

With experience and a world class education, I am in search of a career where I can bring both my passion and expertise in digital media together to create captivating digital objects that benefit both individuals & businesses.

## experience.

### **Instructional Designer/Technologist**

University of Wisconsin-Madison Sept. 2015-Present  
Design and develop online graduate courses based on faculty's needs, correspond 1-on-1 with faculty about goals for the course/program, assist faculty in integrating new technology into courses, lead a team in the creation for a division-wide website, organize & facilitate team meetings, ensure that webpages & digital content are ADA/copyright compliant, develop & maintain project database for the Dean of Continuing Studies, perform administrative tasks to organize project management stages, and support faculty with technical support through course's launch.

### **Media & Website Designer - student hourly & intern**

University of Wisconsin-Madison June 2014-Aug. 2015  
Reviewed course sites for ADA/copyright standards compliancy, designed and implemented new webpage designs, edited video, audio, and HTML/CSS pages, assisted in educating co-workers on filming equipment and software, wrote technical documents to innovate workflow protocol, and worked closely with Instructional Designers to assist on projects.

### **Blog Correspondent**

International Academic Program Sept. 2013-Jan. 2014  
Documented study abroad experience for UW-Madison's International Academic Program (IAP), published writing on IAP's website, targeted content towards prospective students in order to boost participation in program.

### **Creative Director & Communications**

Caring for Camo  
Coordinated events in partnership with local businesses to fulfill our fundraising goals, initiated collaborations with other student organizations in event efforts, designed promotional materials, efficiently communicated to members using various social media platforms (e.g. Facebook, Twitter, Instagram).

### **Graduate**

Student Online Course Support  
Constructed course management systems using Desire2Learn and Moodle platforms, built upon HTML and CSS skills, produced graphics for specific academic course content areas, built interactive presentations, filmed academic content.