

Gregory O'Toole

**GREGORY O'TOOLE, Ph.D. (ABD)**

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**PROFESSIONAL INTENTION**

I am seeking a permanent, full time position where I can apply my interests, skills and knowledge in any of the following areas

- Digital Imaging
- Instructional design based on ADDIE model and Bloom's Taxonomy
- Educational technology
- ePortfolio & other Web-based initiatives
- Classroom & hybrid teaching & learning augmentation
- Distance / eLearning initiatives
- Pedagogical interaction with faculty
- Technical writing & Web application documentation
- Web design & development, user interface, user experience
- HTML, CSS, XML, RSS 2.0, Javascript, Coldfusion MX 7
- Screen & print graphic design & production
- Digital photography

**WORK HISTORY / EXPERIENCE**

**1995 – Present** – Founded, own, operate digital media and web technology start-up company across multiple markets in the United States.

**Service(s) Provided**

Business Process and Workflow Documentation	Packaging
Catalogues	Periodicals
Corporate/Branding	Photography
Digital Imaging	Posters
Editorial Design	Presentations
Educational Technology	Print
eLearning & Distance Training	Podcasting
Exhibitions	Print Production
Graphic Design	Search Engine Optimization
Information Literacy	Signage
Instructional Design	Technical Writing
Internet & Digital Media Initiatives	User Interface Design
Internet & New Media Research	Videography
Journals	Web 2.0 Branding & Marketing
Magazines	Web Application Development
Marketing/Advertising	Web Application Documentation (in multimedia formats)
Multimedia Development	Web Design
Newspapers	Web Hosting

**A List of Clients, Contracts, and Partners by Market**

**Entertainment**

Harpo Studios (The Oprah Winfrey Show)  
Aspen Magazine  
Excalibur, Chicago

**News Media**

New York Times  
Chicago Sun-Times  
Denver Post  
Telluride Daily Planet  
Whitefish Pilot  
Missoulian  
Bigfork Eagle  
Lake County Leader  
Entertainment Now!  
Clarion  
Denver Westword  
Daily Inter Lake

**Advertising & Marketing**

Gaston Advertising  
Ambrosi Black Dot, Inc.  
Sears Holdings Corporation

**Technology**

SDI Chicago  
Aspen Group  
Qwest  
USG

**Internet Development**

Creation Chamber / Xylem Interactive

**Community Outreach**

Cystic Fibrosis Foundation  
Number Nine Foundation  
Compass House Auction  
Hyatt Regency Chicago / D.F.D.A.  
AIDS Auction

**Arts, Literature, & Culture**

National Endowment for the Arts  
Montana Arts Council  
Ben Suchy, Musician  
Green Door House  
Ghost Road Press, Denver  
Gallery 1633, Chicago  
Rhonda Schaller Gallery, New York  
Blue Perl Press, New York  
Chicago Poetry Anthology

Kotka Photographic Center, Kotka, Finland  
Adirondack Review  
Jest Gallery, Montana  
Buffalo Trails Gallery, Montana  
International Memefest  
Cellbytes, Australia  
Artocracy  
Los Angeles Center for Digital Art  
Symes Historic Hotel, Montana  
Bigfork Art Museum, Montana  
Raptors of the Rockies Benefit Auction, Montana  
Kalispell Regional Medical Center, Montana  
Coffee Traders & Saddest Pleasure Books, Montana  
Art Chicago Open  
Purgatory Mountain 1st Annual Art Exhibition and Wine Tasting, Colorado

**Higher Education**

The British Journal of Educational Technology  
IEEE Computer Society  
The International Journal of the Arts in Society  
The International Journal of Environmental, Cultural, Economic and Social Sustainability  
Enterprise Learning Solutions, NIIT Ltd.  
National Communication Association, Human Communication Technology Division  
International Digital Media & Arts Association  
University of Denver  
University of Montana  
ITT Technical Institute  
Georgetown College  
The Art Institute of Pittsburgh  
Westwood College Online  
Baker College  
The National Library of Poetry  
Chicago Public Library  
University of California at Berkeley  
Northwestern University  
John Carroll University  
University of Chicago  
Columbia College  
The Poetry Center at The School of the Art Institute of Chicago  
University of Illinois Chicago  
University at Buffalo, State University of New York

**Environmental Sustainability**

Sunoco, Inc.

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## **EDUCATION**

Ph.D (ABD) Media & Communication  
European Graduate School  
Media & Communication Division  
Saas-fee, Wallis, Switzerland  
May 2007 – June 2008

Ph.D Coursework Theology, Philosophy, and Cultural Theory  
University of Denver  
Department of Philosophy  
Denver, Colorado  
September 2006 – May 2007

M.A. Digital Media Studies  
University of Denver  
College of Arts, Humanities and Social Sciences  
September 2003 – May 2005

Post-Baccalaureate Studies Visual Communication Media  
The School of the Art Institute of Chicago  
January 2000 – December 2000

B.S. Communication Photography  
Bradley University  
Slade College of Communications and Fine Arts  
August 1991 – May 1995

## **SOFTWARE** **Level (1 Novice - 5 Expert)**

Adobe InDesign CS3	5
Adobe Photoshop CS3	5
Adobe ColdFusion MX 7	5
Adobe Captivate CS3	4
Adobe Bridge CS3	4
Adobe Dreamweaver CS3	5
Adobe Illustrator CS3	5
Adobe Flex CS3	4
Adobe Premiere Pro CS3	5
Adobe Soundbooth CS3	5
Adobe Flash CS3	2
Quark Xpress	5
Microsoft Access	5
Microsoft Powerpoint	5
Microsoft Viso	4
Microsoft Word	5

## **LANGUAGES**

HTML	5
XHTML	5
XML	4
CSS	4
SQL	4
Javascript	3

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Coldfusion	4
PHP	1
Ajax	1
.NET	1
ActionScript	1

### **PLATFORMS**

Blackboard (Web CT)	5
eCollege	5
Socrates	5

### **MODELS**

A.D.D.I.E.	5
Bloom's Taxonomy	5
Web 2.0	5

### **OS**

Mac	5
Windows XP Pro	5
Linux	4

### **MEDIA STUDIES PUBLICATIONS & WORK**

#### **Media, Education & Society**

O'Toole, Gregory. "Electromania – Observations from Inside a Media-Rich Culture, Jack Kerouac to the Present" (excerpts). Rocky Mountain Communication Review, University of Utah. August 2008.

O'Toole, Gregory. "Observations on Bacillus Typhosus in Its Filterable State" *New York Times*, Technology Section. Barnaby J. Feder, Feb 1, 2008.

O'Toole, Gregory; "The Machined Word." Abstract published in the National Communication Association (NCA) Human Communication Technology Division HCTD newsletter, May 1, 2008.

O'Toole, Gregory; "The Machined Word." *The International Journal of the Arts in Society*, Vol 2, No. 3. ISSN 1833-1866. Melbourne, Australia by Common Ground Publishing Pty Ltd. 2007.  
Presentation: Arts + Society Conference, University of Kassel, Kassel, Germany, August 2007.

O'Toole, Gregory; "Multimedia-Casting Syndication for Educational Purposes Considerations of a Podcast for Use in Higher Education" *British Journal of Educational Technology* Vol 38 No 5 2007 939–941.

O'Toole, Gregory; "Podcasting in Law School Technical Considerations in Building a Podcast for Use in Higher Education" *Learning Technology*; IEEE Computer Society Technical Committee on Learning Technology Learning Technology Newsletter, Vol. 8, Issue 1/2, January/April 2006.

#### **Media & Society Op-Eds**

O'Toole, Gregory. "Eloquence of the Great Forgetting." *unKnown Zone*. DMSpace University of Denver 15 May 2004.

O'Toole, Gregory. "Double Helix 0s and 1s." *unKnown Zone*. DMSpace University of Denver 31 Mar 2004.

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O'Toole, Gregory. "Remediation of the Burn-out John Bender" *unKnown Zone*. DMSpace University of Denver 25 Feb 2004.

O'Toole, Gregory. "Remembering Smokey" *The Vagabond Notebook*. Flathead Publishing Group July 25, 2002.

O'Toole, Gregory. "Roundup Victims & the War on Drugs" *The Vagabond Notebook*. Flathead Publishing Group. July 3, 2002.

O'Toole, Gregory. "Wolves, Ranchers & the Words of Louis Armstrong" *The Vagabond Notebook*. Flathead Publishing Group. July 5, 2002.

O'Toole, Gregory. "Where Have All the Leaders Gone?" *The Vagabond Notebook*. Flathead Publishing Group. May 15, 2002.

O'Toole, Gregory. "Ten Years After" *The Vagabond Notebook*. Flathead Publishing Group May 8, 2002.

O'Toole, Gregory. "Maybe Sometimes the President Just Wants to Look Good" *The Vagabond Notebook*. Flathead Publishing Group. May 1, 2002.

O'Toole, Gregory. "ANWR: The Madness Continues" *The Vagabond Notebook*. Flathead Publishing Group. March 2, 2002.

### **Educational Technology & Society Editorial News Stories**

O'Toole, Gregory. "iDMAa Focus is Higher Education." DMSpace University of Denver 27 Apr 2004.

O'Toole, Gregory. "Industry Profile: Carrie Mandel." DMSpace University of Denver 4 Feb 2004.

O'Toole, Gregory. "DMOC Looking to Grow." DMSpace University of Denver 07 Jan 2004.

### **Photography, Art & Technology**

O'Toole, Gregory. "Eastern Pennsylvania Sidewalk Storyteller's Bench." *The Adirondack Review*. Black Lawrence Press, New York, New York. Summer Issue 2008.

O'Toole, Gregory. "Theft in a Poor Fad Foolish Nation" Rhonda Schaller Gallery & Blue Pearl Press. New York, New York 2007.

O'Toole, Gregory. "Observations on Bacillus Typhosus in its Filterable State" Nanoart of the Day, blog~nano: Nanoscale Materials and Nanotechnology 2007.

O'Toole, Gregory. "Television" International Digital Media and Arts Association iDEAs 2006.

O'Toole, Gregory. "Chicago Architecture and Light Abstractions" (part of a series of mobile phone photographs) cellBYTES, Australia, October 2004.

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### **TEACHING EXPERIENCE**

Adjunct Faculty  
Electronic Media Arts and Design, School of Art and Art History  
University of Denver, Denver, Colorado  
Course(s): Net Art and Design

Adjunct Instructor  
Department of Information Systems  
Baker College, Flint, Michigan  
Course(s): Digital Imaging (Adobe Fireworks); Information Systems Theory; Internet & WWW.

Adjunct Instructor  
Department of Web Design & Interactive Media  
The Art Institute of Pittsburgh Online Division, Pittsburgh, Pennsylvania  
Course(s): Digital Imaging

Adjunct Instructor  
Gaming Institute  
Westwood College Online, Denver, Colorado  
Course(s): Digital Imaging

Invited Visiting Lecturer  
Digital Media Studies  
University of Denver  
Course(s): Digital Cinema

Graduate Teaching Assistant  
Digital Media Studies  
University of Denver  
Course(s): Web Development Fundamentals

### **INSTRUCTIONAL DESIGN SERVICE**

#### **Media Technology Courses Authored**

O'Toole, Gregory; "WD220 Animation & Storyboarding for the Web" (online course) ITT Technical Institute. J. Wiley & Sons Publishers, Inc. (ISBN to come) June 2007. (SME)

O'Toole, Gregory; "GR300: Graphic Design Production Process I" (classroom) ITT Technical Institute. J. Wiley & Sons Publishers, Inc. (ISBN to come) June 2007.

O'Toole, Gregory; "DMST 3900: Special Topics: Personal Media Development" (classroom) Digital Media Studies Department course catalog, University of Denver 2006.

O'Toole, Gregory; "DMST 3900: Special Topics: Environmental Media" (classroom) Digital Media Studies Department course catalog, University of Denver 2006.

### **ASSOCIATIONS**

Association for Educational Communications and Technology  
Greater Philadelphia Philosophy Consortium  
Media Ecology Association  
National Communication Association, Human Communication & Technology Division  
Society for Philosophy and Technology

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**PROCESSES** **Years Experience**

Educational Technology	8
eLearning	5
Web-based Technology	10
Teaching – Classroom & Online	2
Instructional Design	3
UI/UX Design	5
Online Application Documentation	3
Curriculum Writing Development	3
Technical Writing	3
Graphic Design Print Production	13
Internet Design & Development	7
RSS syndication	3
Web standards	5
Academic, Critical, Research, Grant Writing	10
Photography	15
Digital Imaging	15

**INDUSTRY AWARDS**

Grant awarded by The National Endowment for the Arts  
Grant awarded by the Montana Arts Council  
Graduate Deans Academic Scholarship, University of Denver, Digital Media Studies  
Webby Award 2008 (participant)  
International Memefest, 2007 Top 5 Beyond Award for Web Development  
Certificate for Advanced Coldfusion MX 7 Internet Development  
Bare Walls Scholarship Endowment awarded by The School of the Art Institute of Chicago  
Colorado Book Award 2007 (participating author)  
Quality Department Award, University of Denver, Educational Technologies Web Developer

**REFERENCES**

Alvin Burnett  
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Health Environment and Safety Systems  
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