

ku•dos con•cepts

Polly Kornblith, Ed.M.
pk@kudosconcepts.com

319 dean road
brookline, ma 02445
617.566.7975
www.kudosconcepts.com

instructional design & e-learning development

- Designed three custom online courses for the United Nations Development Programme (UNDP) as part of an eCornell Human Resource Management certification: *Foundations of Human Resource Management in UNDP, Learning & Development, and Job Classification*
- Consulted to WebCT, Inc. and major educational publishers on ways to enhance the quality of digital content offerings
- Developed criteria for evaluating the quality of digital content available in the higher education market
- Designed assessments for determining knowledge and skill levels of managers in an online leadership-training certificate program
- Composed, selected, and assembled online resource materials to accompany chapters in higher-education textbooks for Houghton Mifflin
- Conceptualized and created online training modules for use by the Federal Aviation Administration
- Developed user training for DYS Analytics on an enterprise application that analyzes email traffic patterns, optimizes resource use, defines and monitors service levels, and detects possible security issues
- Designed and created online learning modules on Six Sigma measurement statistical analysis for Pearson Performance Solutions
- Created online modules for the Master of Translation program at NYU Virtual College
- Developed web design and computer skills curricula, including teacher training materials, for use in secondary schools
- Created online course on e-commerce for NYUonline
- Designed self-paced online learning modules on an eCRM application
- Developed numerous courses for system administrators, developers, and business users on the NetGenesis (now part of SPSS) e-business intelligence tool
- Designed and wrote training course materials for Cold Fusion, now a product of Macromedia
- Created courseware on web site design and data warehousing for Sybase, Inc.
- Produced slide-based, 2-day course for eRoom (now part of EMC Documentum) on its APIs

writing

- Created guides for managing multiple course sections and teaching with MyMathLab, a Pearson Education online math education product
- Developed and updated numerous install and user guides for DYS Analytics CONTROL! applications
- Wrote numerous guides for instructors and students teaching and learning in online environments, including WebCT and CourseCompass (based on Blackboard)
- Developed 250-page hardware/software manual on the Polaroid Prediction 2000 Automatic Halftone Proofing System
- Documented adapter for bringing XML from BladeRunner into BroadVision's One-to-One Enterprise server
- Authored *Lotus Notes and Domino 4.5 Answers*, 1st and 2nd editions, published by Osborne/McGraw-Hill; 2nd edition of the book is rated 2nd best Lotus Notes book available on Amazon

writing (cont.)

- Wrote white paper and multimedia marketing presentation on Next Generation Learning tool for developing and deploying web-based instruction
- Wrote client handbook and white paper for Shareholder.com (now part of NASDAQ), which provides web-, phone-, and fax-based shareholder services for Fortune 500 clients

web site & multimedia design

- Scripted and produced 5 online training videos for Pearson Education
- Designed web sites for an independent ceramic artist and his commercial studio
- Conceptualized, designed, and coded web site for Harvard Medical School department
- Created web site for Laurel Brook Turf, Inc., a family-run commercial business
- Developed online tours of CourseCompass for Pearson Education
- Designed and maintained web site for The Brookline Foundation, a non-profit educational organization
- Worked with multimedia designer to develop graphics and learning assessments for online training

project management

- Managed course development and documentation projects for DYS Analytics, NetGenesis (now part of SPSS), Sybase, Polaroid, BroadVision, and NetCentric
- Managed editing of all Sybase, Inc. training and consulting materials, including student materials, instructor guides, slides, multimedia presentations, marketing collateral, white papers, and online learning objects, for 6+ years
- Performed market research and implemented marketing strategy for a startup high-tech licensing company
- Developed, implemented, and evaluated national marketing plan that increased sales by 200% annually for 3 consecutive years and expanded customer base by 1000% for innovative educational curriculum product

help system development

- Expanded and updated help systems for Pearson Education online math education products
- Built help system for software that lets companies manage the development and use of software intellectual property (IP)
- Updated multiple online help systems for DYS CONTROL!, an enterprise application that manages email, replication, and collaboration in the Lotus Notes and Microsoft Exchange environments
- Developed comprehensive, 500+ topic help system for instructors and students using Pearson Education's CourseCompass e-learning environment

editing

- Edited multiple instructor-led and online training courses on how to use Kronos enterprise-wide business process management software
- Edited multiple versions of product documentation for Pegasystems
- Reviewed chapters for final edition of *Our Bodies, Ourselves* and a companion publication
- Edited documentation on Collaboration CONTROL! for DYS Analytics
- Edited dozens of courses for Sybase, Inc. over 6+ years, including student materials, instructor guides, PowerPoint presentations, and online learning modules
- Created and maintained company-wide style guide for print and online courseware
- Edited documentation and training courses and for Macromedia, Inc.
- Edited numerous trade books for publishers, including Microsoft Press, Osborne-McGraw Hill, and Addison Wesley

education

- Ed.M., Harvard University, 1982
- B.A., Beacon College, 1979

affiliations

- Board of Overseers, Brookline Education Foundation
- Editorial Freelancers Association
- National e-Learning Guild
- New England Learning Association
- Society for Technical Communication, International Judge, 2007,
Region 1 Judge, 2001–present

references

- Available upon request

sample projects

- Applied Knowledge**
 - AERS training modules for Federal Aviation Administration, developer, 2003
- BroadVision**
 - *XML Adapter Guide*, writer, 2000
- Brookline Education Foundation**
 - Web site, designer, 2001–present
- DYS Analytics**
 - *Email CONTROL! Enforcer for IBM Lotus Domino Administrator's Guide*, writer, 2006
 - *Email CONTROL! Desktop Edition*, *Email Investigator for Lotus Domino Installation Guide*, *Email Investigator for Microsoft Exchange Installation Guide*, and *Replication Investigator for Lotus Domino Installation Guide*, writer, 2004–2006
 - *DYS CONTROL! Desktop Edition*, *DYS CONTROL! Email Investigator* and *DYS CONTROL! Groups*, help developer, 2004–present
 - *DYS CONTROL! Email Investigator Training*, instructional designer and developer, 2003
 - *Collaboration CONTROL! User's Guide*, editor, 2003
- eCornell**
 - United Nations Development Programme online training courses, instructional designer, 2006–2007
 - *Management Essentials*, assessment developer, 2005–present
- eRoom (now EMC)**
 - *Working with the eRoom APIs*, course developer, 1999
- Harvard Medical School**
 - Center for Animal Resources and Comparative Medicine web site, designer, 2001-2002
- Houghton Mifflin**
 - Online Eduspace materials to accompany college-level education textbooks, developer, 2004–present
- K12 Handhelds**
 - *101 Great Educational Uses for Your Handheld Computer*, proofreader, 2003
- Kronos**
 - *The Writer's Tune-Up*, workshop developer, 2006
 - *Workforce HR: Managing the Employee Lifecycle*, editor, 2006
 - *Workforce Accruals*, editor, 2006
 - *Configuring & Managing Pay Rules*, editor, 2006
 - *Managing the Employee Lifecycle*, editor, 2006
 - *Managing Timecards and Schedules*, editor, 2005
 - *Managing Timecards and Preparing for Payroll*, editor, 2005
 - *Workforce HR: Administering the Application*, editor, 2005
- Laurel Brook Turf, Inc.**
 - Web site, designer, 2003

**Lotus
Development
(now IBM)**

- SmartSuite 4.0, 96, and 97 online help, release notes, and demos, developer, 1996
- SmartSuite 96 for Windows 95 ScreenCam movies, developer 1995
- *The Fundamentals of Notes/FX Using SmartSuite for Windows*, writer, 1995
- *Basic Notes Concepts and Notes Technical User*, v.2 and v.3, editor, 1992, 1993
- *Application Development I and II*, v.2 and v.3, 1992, editor, 1993
- *Systems Administration I and II*, v.2 and v.3, 1992, editor, 1993
- *Lotus 1-2-3, Release 3.1 Intermediate Skills*, technical editor, 1991

**Macromedia
(now Adobe)**

- *Developing ASP.NET Applications with Dreamweaver MX*, editor, 2002
- *Macromedia Education Style Supplement*, writer, 2001
- *Building J2EE Applications*, editor, 2001
- *Developing High-Performance Cold Fusion Applications*, editor, 1999
- *Fast Track to Cold Fusion*, course developer, 1997

**Microsoft
Press**

- *Microsoft Word 6.0: Step by Step*, editor, 1994
- *Excel Visual Basic for Applications: Step by Step (Version 5 for Macintosh)*, editor, 1994
- *Running Microsoft Excel 5*, editor, 1993
- *Microsoft Profit*, editor, 1993
- *Running Microsoft Works 3 for the PC*, editor, 1992

NetCentric

- *Internet Fax Sales Training*, course developer, 1998
- *NetCentric HubServer*, course developer, 1997
- *NetCentric POPWare*, course developer, 1997

**NetGenesis
(now SPSS)**

- *NetGenesis Administration*, course developer, 1998, 1999, 2002, 2001
- *Installing NetGenesis*, course developer, 2000, 2001
- *Extending NetGenesis*, course developer, 1999

**New York
University
Virtual College**

- *Theory and Practice of Terminology*, writer, 2002–2003
- *Insurance Translation*, writer, 2002
- *Fundamentals of E-Commerce* online course, writer, 2001

**The Next Step
Counseling**

- Web site, designer, 2002

**Osborne/
McGraw-Hill**

- *Lotus Notes and Domino 4.5 Answers: Certified Tech Support*, 2nd ed., author, 1997
- *Lotus Notes Answers: Certified Tech Support*, author, 1994
- *Excel for Windows Answers: Certified Tech Support*, editor, 1994
- *Word for Windows Answers: Certified Tech Support*, editor 1994
- *LAN Times E-Mail Resource Guide*, editor, 1994

Pearson Education

- Online training videos for Mastering products, script writer and producer, 2006–2007
- MyMathLab and MathXL help systems, writer, 2004–present
- *Managing Sections in MyMathLab for Blackboard*, writer, 2005
- *Managing Sections in MathXL*, writer, 2004
- *Managing Sections in MyMathLab for CourseCompass*, writer, 2004
- *MathPro 5 Instructor Guide*, writer, 2003
- *PH GradeAssist Instructor Guide*, writer, 2002, 2005
- CourseCompass textbook edition insert, writer, 2001
- *MyMathLab Instructor's Guide* and *MyMathLab Student's Guide*, writer, 2001, 2002, 2004
- CourseCompass Instructor and Student online help, developer, 2000, 2001, 2002, 2006
- CourseCompass online demonstrations, content developer, 2001
- *Teaching with Daedalus Online*, writer, 2000

Pearson Performance Solutions

- *Measurement System Analysis*, Six Sigma training, instructional designer and writer, 2002–2003

Pegasystems

- *Deployment Planning Guide 1.0*, editor, 2006
- *Upgrade Guide 5.1 to 5.2*, editor, 2006
- *Authentication in PegaRULES Process Commander 5.1*, editor, 2006
- *Administration and Security*, editor, 2006
- PegaRULES Process Commander 5.1 help files, editor, 2006

Polaroid (now Latran Technologies)

- *Prediction 2000 User Manual*, writer, 2000

Shareholder.com (now NASDAQ)

- Client handbook, writer, 1997
- “Leveling the Investor’s Playing Field,” writer, 1997

Sybase, Inc.

- *Building Applications Using Java and Enterprise Application Server*, editor, 1999
- Technical Support Education presentations, weekly editor, 1999
- *Fast Track to Warehouse Studio*, course developer, 1998–1999
- “Sybase Learning Connection: Next Generation Learning,” presentation and white paper, writer, 1998
- *Fast Track to Web Site Design*, course developer, 1998
- *Building Applications Using the PowerBuilder Foundation Classes*, editor, 1998
- *Mobile Computing with SQL Anywhere*, editor, 1997
- *Fast Track to PowerBuilder*, editor, 1996, 1997, 1998
- *Building Object-Oriented Applications with PowerBuilder*, editor, 1995, 1996, 1998

Thomson Wadsworth

- Competitive Analysis Feature Grid, analyst, 2002

Two Rivers Ceramic Studio

- Web site, information architect, 2006–present

**United Nations
Development
Programme
(UNDP)**

- *Foundations of Human Resource Management in UNDP*, instructional designer, 2006–2007
- *Learning & Development*, instructional designer, 2007
- *Job Classification*, instructional designer, 2007

**WebCT (now
Blackboard)**

- Next Generation Project, eLearning consultant, 2005
- *Key Features for Digital Content*, developer, 2005
- *Best Practices Guide for e-Pack Creators*, writer, 2002
- WebCT e-Pack Categorization, developer and analyst, 2002

Xchange, Inc.

- Xchange web site, developer, 2001
- Product data sheets, writer, 2001

**Youth Tech
Entrepreneurs**

- *YTE Curriculum Training Guide* and slides, writer, 2003
- Web Ventures curriculum, instructional designer and writer, 2002–2003
- Computer Ventures curriculum, instructional designer and writer, 2002–2003