

David J. Feasey

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SUMMARY: Technical professional with fifteen years experience architecting technology-based training and content management solutions that improve bottom line results. Able to build lasting relationships and manage diverse project teams to meet business objectives. Creates and drives business strategy through implementing organizational, information, sales and budget processes. Broad knowledge of IT and programming platforms, concepts and methodologies. Effective written and verbal communication skills.

SKILLS: LMS, CMS and WCM architecture and administration, information architecture, content modeling, web usability and UI design, XML, XSLT, CSS, HTML/XHTML, JavaScript, DOM, OOP, ActionScript, Flash, Flex, Perl, Python, PHP, ASP, MySQL, SQL Server, SCORM, Articulate Suite, Captivate, InDesign, Illustrator and Photoshop

EXPERIENCE: **Novatek Communications, Rochester, NY**
Director of Training and e-Learning Solutions
Director of XML Solutions 2008 – 2010

- Led all aspects of two business units, driving strong revenue and profit growth
- Collaborated with leadership team to design and execute overall business strategy including marketing, sales, finance, alternative business models, professional development and talent management
- Developed client relationships and new business by creating customized solutions to reduce service, translation and process costs, and improve quality for medical device, security and electronics manufacturers
- Managed team of project managers, developers, instructional designers, writers, editors, analysts and consultants delivering services to key clients

Carestream Health, Rochester, NY
Learning Systems Technology Manager 2007 – 2008

- Collaborated with internal business customers to design, develop, migrate and deploy corporate, sales and field service training solutions
- Managed worldwide Level 2 support for corporate Learning Management System (LMS) and other training portals
- Led and facilitated team process to analyze, migrate and redesign legacy learning systems as part of company transition strategy

Eastman Kodak Company / Shenouda Associates, Rochester, NY
Web Content Systems Analyst 2002 – 2003
2004 – 2007

- Led, facilitated and coached teams modeling web content publishing process, assuring site quality, defining internal support needs and creating documentation
- Provided technical consulting to Graphics Communications marketing team in purchase and deployment of web content management, architecture, process and localization solutions
- Managed and developed web sites, intranet database applications, content migrations and third party integration projects

NeoSCI Corporation, Rochester, NY

Multimedia Product Manager

2003 – 2004

- Led department responsible for software product development, company web site and customer technical support for growing science education company
- Provided IT, network and systems administration support for entire company, including Windows 2000 Server and SQL Server administration in a mixed OS environment

Eyepopping Design / Folk Media, Rochester, NY

President

2000 – 2002

- Started and managed every aspect of an interactive media design firm serving the advertising, marketing communications and e-Learning industries
- Developed interactive product, sales and marketing solutions including promotional games, e-Learning architectures, user interfaces, authoring tools and online product demonstrations
- Collaborated with clients to design content strategy, new products and usable web interfaces

Rochester Institute of Technology, Rochester, NY

Adjunct Professor, Multimedia Design

2000

- Developed and presented introductory course in interactive design
- Coached and mentored students on project management, media, story development, intellectual property and other issues related to the course

Element K, Rochester, NY

Multimedia Developer

1998 – 2000

- Created original artwork, architecture, designs, animations, navigation schemes, controls and programming for self-study e-Learning products
- Built third party branded learning products, CD-ROMs and online seminars
- Consulted as expert in XML, visual design, interoperability and metadata across company

EDUCATION:**Williams College, Williamstown, MA**

B.A. Studio Art with Honors, 1985

Hancock Permaculture Center, Hancock, NY

Permaculture Design Certificate, 2008