

# DEAN ICHIKAWA

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## EDUCATION

Master of Arts, Instructional Technology, San Jose State University

Bachelor of Arts, Economics, UC Santa Barbara

## REGULARLY-USED TOOLS

### eLearning Development:

Articulate Rise, Storyline, Studio

**Video Editing:** Camtasia, Adobe Premiere

**Graphic Design:** Adobe Photoshop, Adobe Illustrator

**Animation:** Adobe After Effects, Adobe Animate

### Audio Recording & Editing:

Adobe Audition, SoundTrack Pro, Audacity

**Web Design:** HTML/CSS, BBEdit, Notepad++, Adobe Dreamweaver

**Scripting Languages:** Javascript, PHP

**Office Applications:** MS Office, Apple iWork, Google Docs

**Operating Systems:** Windows, Mac OS X

## HONORS & AWARDS

ServiceMax Top Forty Performer (2018)

TechSmith ScreenChamp Finalist for screencast video created with Camtasia (2011)

Outstanding Alumnus, Business Award from San Jose State University, Instructional Technology (2006)

## PROFESSIONAL EXPERIENCE

**Multimedia Designer** | ServiceMax, Inc. | Remote Jan 2016 – Present  
Design courses, author scripts, and create graphics to make videos and eLearning courses that teach admins how to manage the ServiceMax solution. Manage website and online store to promote and sell courses. Lead Administrator for the Litmos LMS.

**Owner/Freelance Contractor** | Little Guy Learning | Lincoln, CA Aug 2015 – Present  
Create digital videos and eLearning modules for a variety of clients. Design websites and blogs. Provide LMS administrative support.

**Learning Center Program Manager** | LinkedIn | Remote Jul 2014 – Aug 2015  
Implemented the Cornerstone OnDemand learning management system to organize and distribute the Social Selling with LinkedIn Sales Navigator curriculum. Responsible for driving more traffic and increasing engagement with courses and resources. Maintained WebEx Training Center for virtual training deliveries.

**Instructional Designer** | LinkedIn | Remote / San Francisco, CA Apr 2013 – Jul 2014  
Created self-paced eLearning modules, presentations for instructor-led workshops, handouts, and digital videos to help customers build their skills as social selling professionals using LinkedIn Sales Navigator.

**Curriculum Developer** | VMware | Remote Jun 2012 – Mar 2013  
Built eLearning modules to teach sales professionals how to sell VMware products. Authored voiceover scripts, created graphics, and managed stakeholder review processes. Wrote assessment questions for certification programs.

**Sr Manager, Learning Services** | Mindjet | San Francisco, CA Feb 2011 – Mar 2012  
Created video tutorials to teach customers how to master product offerings. Wrote voiceover scripts, ran recording sessions, and created graphics. Managed technical documentation team and interns.

**eLearning Instructional Designer (contract)** | Epson | Remote Oct 2010 – Jan 2011  
Built online courses to teach sales representatives and partners how to sell business and point-of-sale products. Created supplemental graphics and Flash animations. Wrote and recorded voiceover scripts.

**Sr Instructional Designer (contract)** | PayPal | San Jose, CA Aug 2010 – Oct 2010  
Developed online courses to teach the basics of online financial transactions. Wrote voiceover scripts and assessment questions. Administered courses in GeoLearning LMS.

**Manager, Online Sales Training** | Apple | Cupertino, CA Oct 2003 – Apr 2010  
Managed a team of Instructional Designers and Graphic Designers to create online courses for channel sales representatives. Met with global partners, Product Marketing, and external business groups to establish global curriculum. Worked closely with editing, localization, and support teams to build course development processes and translate materials. Provided business process expertise, project management, and documentation for CMS and LMS projects. Launched virtual training program using Adobe Connect.