

# Lynn A. Usack

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## ASPIRATIONS

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*A leadership position in education that applies broad expertise in the design and development of communications and curricular materials, strong organizational and consulting skills, and incorporates current advances in information technology to promote professional excellence and institutional reputation.*

## SKILLS SUMMARY

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- Nine years diverse college-level experience in the fields of instructional technology and communication design.
- Custom-designed Web sites for a diverse clientele, to include graphics, site architecture, and technical troubleshooting.
- Experienced in content development of curricular materials for traditional college classes and online courses.
- Custom-designed, arranged and delivered numerous training programs for college employees and business clients.
- Investigated advances in and introduced new technologies to the college community to enhance teaching and learning.
- Coordinated several campus-wide events including publicity, setup, scheduling, and funding arrangements.

## EDUCATION

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### Master of Science in Communications

*Ithaca College*, Ithaca, NY, May 1998, GPA 3.97  
Graduate Faculty and Graduate Achievement Awards in  
Corporate Communication

### Bachelor of Science

College of Agriculture & Life Sciences  
*Cornell University*, Ithaca, NY, June 1986  
Dean's List

## CAREER HIGHLIGHTS

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### Instructional Technology Administrator

Corning Community College, Corning, NY

June 1999-Present

- Collaborated with the College's Center for Professional Development to design and deliver faculty instruction on Blackboard and WebCT course management systems. Designed a 13-part WebCT online student tutorial. Arranged and facilitated a roundtable on hybrid course development; currently designing activities for an extended workshop.
- Custom-designed materials for and conducted workshops on technology resources and topics including Adobe Dreamweaver, Adobe Photoshop Elements, Digital Cameras, Microsoft Frontpage, Web Graphics and Web Page Design.
- Coordinated the 2005 and 2006 *Technology Showcase* campus-wide events. Conceived and coordinated the 2007 *Teaching Creativity at CCC Showcase* demonstrating faculty talent and creative uses of instructional resources. Managed overall logistics for these events including programs by invited professionals.
- Integrated technology into the classroom, to include the Moodle course management system and the iClicker student response system in Sociology classes, and development of a Web-based game for Nursing instruction.
- Established the Technology Evaluation Subcommittee to the Faculty Assembly; designed, distributed and currently compiling information from a smart classroom study to collect usage data on technology-enhanced classrooms.
- Promoted and hosted Webinars on relevant topics from a wide range of presenters, to include the ARTstor image database, the League's iStream resources, and the SUNY Center for Professional Development Webinar series.
- Actively contributed to campus governance initiatives to include participation on the Academic Technology Advisory Committee, the Administrators Assembly, the Faculty Assembly, Academic Council and the Social Welfare Committee. Completed one year each as Secretary on these committees.
- Participated as campus representative in the SUNY Monroe Community College *Project LIVE: Second Life*, a six-month experiment to investigate the educational uses of the online virtual environment, Second Life.
- As Co-Chair, facilitated the SUNY FACT (Faculty Access to Computing Technology) subcommittee on course management systems. Compiled qualitative results from a hands-on study to compare Blackboard, TopClass and WebCT. Presented findings at the 2000 SUNY Teaching, Learning, and Technology Director's Meeting.

## CAREER HIGHLIGHTS (cont'd.)

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### Freelance Communications Design Consultant

June 2003-July 2005

Cornell University Department of Music, Percussion Ensembles, Ithaca, NY

- Redesigned the department Web site for the former Director of Percussion Ensembles and designed two additional sites used for personal marketing ventures: [www.jdapercussion.com](http://www.jdapercussion.com) and [www.housepantherpress.com](http://www.housepantherpress.com).
- Provided instruction in the use of Dreamweaver and Web site design principles; administered technical troubleshooting assistance as needed.
- Digitally filmed live performances for Web galleries and videotape duplication.

Acorn Designs, Trumansburg, NY

June 1996-June 1999

- Co-designed product and packaging layout; created new artwork for product lines and packaging designs.
- Co-designed the layout of advertisements and catalogue publications; consulted on Web site design.
- Consulted on business strategy and future direction for the company.

### Business Development Representative

February 1998-June 1999

CFCU Community Credit Union, Ithaca, NY

- Conducted educational sessions for members and prospective members regarding credit union services.
- Provided technical assistance to promote Marketing Department goals including client database management, desktop publishing, and a complete Web site redesign.
- Delivered expert training and assistance in business services, including merchant card processing and business accounts.
- Generated new business through sales calls, on-site visitations, and participation in community-based events.
- Distributed information and education as the primary liaison to credit union ambassadors at all employer group locations.

### Graduate Fellow

June 1997-May 1998

Roy H. Park School of Communications Fellowship, Ithaca College, Ithaca, NY

- Collaborated with Boyce Thompson Institute for Plant Research to develop educational software based on current research in plant science and the scientific method.
- Co-designed an interactive multimedia CD-ROM program entitled IMPACT: Interactive Models of Plants to Augment Classroom Teaching; developed project storyboards, structural flowcharts, and graphics, including original watercolors.
- Designed and developed a community awareness video for the Women's Community Building for the Capstone Seminar utilizing the Media 100 digital non-linear editing system.

## ADDITIONAL EXPERIENCE

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<b>Graduate Assistant</b>	Roy H. Park School of Communications, Ithaca College, Ithaca, NY	September 1996-May 1997
<b>Research Assistant III</b>	Boyce Thompson Institute for Plant Research, Plant Molecular Biology, Ithaca, NY	July 1992-August 1996
<b>Research Technician</b>	James A. Baker Institute for Animal Health, Veterinary Microbiology Department, Ithaca, NY	December 1987-July 1992
<b>Research Technician</b>	Donald Guthrie Foundation for Medical Research, Molecular Genetics Laboratory, Sayre, PA	July 1986-November 1987

## RECOGNITION & GRANTS

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SUNY FACT Scholarships to attend the Conference on Instructional Technologies (2000 & 2008 Conferences)

Corning Community College CPD Mini-Grant to fund the Teaching Creativity Showcase keynote speakers (Spring 2007)

EDUCAUSE: Jane N. Ryland Fellowship (National Conference 2000)

International Who's Who of Information Technology Professionals (Directory Edition 2000)

Who's Who Among Students in American Universities and Colleges (1998)

Lynn A. Usack: [www.lynnusack.com](http://www.lynnusack.com)

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## COLLEGE COMMITTEE SERVICE

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- Academic Technology Advisory Committee (formerly the Technology Planning Group), 2000-Present, *Secretary* 2006-2007, Strategic Plan Retreat, Summer 2006
- The Technology Evaluation Committee, 2007-Present
- Center for Professional Development Advisory Board, 2000-Present
- Administrators Assembly, 2006-Present, *Secretary/Treasurer* 2007-2008
- Instructional Resources Committee, 2005-Present
- Student Disabilities Services Committee, 2004-2007
- Faculty Assembly, 1999-2006, *Secretary/Treasurer* 2004-2005
- Academic Council, *Secretary* 2004-2005, and Joint Council to the President, Fall 2004
- Social Welfare Committee, 2000-2004, *Secretary/Webmaster* 2003-2004
- The Web Portal Subcommittee of the Banner Implementation Committee, 2002-2003
- The Web Site Committee, 2000-2002
- The Internet Education Delivery Team, 2000-2001
- The Marketing Advisory Committee, 2000-2001

## MEMBERSHIPS & AFFILIATIONS

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American Educational Research Association, Learning and Instruction Division Membership  
The Sloan Consortium  
SUNY FACT: Faculty Access to Computing Technology  
The Guild of Natural Science Illustrators

## PUBLICATIONS

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Chen, Q., Adams, C. C., Usack, L. A., Yang, J., Monde, R., & Stern, D. B. (1995). An AU-Rich Element in the 3' Untranslated Region of the Spinach Chloroplast petD Gene Participates in Sequence-Specific RNA-Protein Complex Formation. *Molecular and Cellular Biology*, 15(4), 2010-2018.

Appleton, J. A., & Usack, L. A. (1993). Identification of Potential Antigenic Targets for Rapid Expulsion of *Trichinella spiralis*. *Molecular and Biochemical Parasitology*, 58, 53-62.

Kwon, B. S., Halaban, R., Kim, G. S., Usack, L. A., Pomerantz, S., & Haq, A. K. (1987). A Melanocyte specific Complementary DNA Clone Whose Expression is Inducible by Melanotropin and Isobutylmethyl Xanthine. *Molecular Biology and Medicine*, 4(6), 339-355.

## TECHNICAL SKILLS

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Adobe Photoshop	Adobe Acrobat	Microsoft Word	iTunes
Adobe InDesign	Adobe Dreamweaver	Microsoft PowerPoint	Second Life
Adobe Illustrator	Microsoft Outlook	Microsoft Publisher	Mozilla Firefox

## PORTFOLIO SAMPLES

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Portfolio samples of many projects are available in PDF or Web format online at: [www.lynnusack.com/portfolio.html](http://www.lynnusack.com/portfolio.html).

## COMMUNITY SERVICE

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- The Guild of Natural Science Illustrators Finger Lakes**, Ithaca, NY Jan. 2005-Present
- Founding Secretary/Treasurer, artist/member, and contributor to chapter events planning.
  - Web site designer, Webmaster and publicist for the International GNSI Conference and Annual Meeting at Ithaca College and Cornell University in Ithaca, NY, July 20-26, 2008; link available from the main organization Web site: [www.gnsi.org](http://www.gnsi.org).
  - Web site designer and chapter Webmaster: [www.gnsifingerlakes.org](http://www.gnsifingerlakes.org).
- Gallery Night of Ithaca**, Ithaca, NY May 2005-Dec. 2006
- Publicist and coordinator of this quarterly scheduled, multi-gallery event in collaboration with The Ink Shop Printmaking Center.
  - Designed all publicity materials and press releases; wrote successful grants and annual reports.
- The Ink Shop Printmaking Center**, Ithaca, NY Fall 2004-Fall 2006
- As artist/member of this non-profit collective, participated in exhibits and assisted exhibit planning and implementation. Attended and assisted at openings, and filmed exhibits for online galleries and marketing purposes.
  - Designed product layout for the Center's first notecard series and edited all images used in the 16 card project; assisted packaging and distribution efforts to market the series.
  - Attended the Southern Graphics Council International Conference in Washington, DC: *Power in Print* (2005); promoted the Center during the portfolio showcase with fellow members.
  - Designed the Center's first business card for all associate members.
  - Contributed to fundraising investigations and development strategy meetings.
- The Non-Profit Technology Group**, Corning, NY Fall 2000-Spring 2001
- Consulted on issues related to the technology needs of area non-profit organizations.
- The Advocacy Center** (formerly The Task Force for Battered Women), Ithaca, NY May 1998-June 1999
- Member of the Board of Directors and the Community Relations Subcommittee.
  - Assisted development of new policies and procedures for improving visibility in the community.