

## KAREN KREPS

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*I enable other people's success by helping them communicate clearly. I clarify, organize and present their ideas in ways that eloquently express their messages. I give them the right words, with appropriate style and proper grammar, and I help them communicate their vision using interactive technology. I find ways to use the Web that compel others to work with them.*

### AREAS OF EXPERTISE AND SKILL

#### Website Creation/Management

**Produce websites that conform to Web standards and Section 508 accessibility requirements.**

**Websites since 1993; online content since 1987**

- ✓ Plan and execute project management
- ✓ Write technical, business and marketing copy
- ✓ Provide rigorous copyediting services
- ✓ Design intuitive information architecture
- ✓ Create compelling Graphical User Interfaces
- ✓ Layout pages with Cascading Style Sheets
- ✓ Produce Flash Animation / Video
- ✓ Produce Web photo albums
- ✓ Organize dynamic database driven content
- ✓ Recommend appropriate use of Web 2 applications like blogs, wikis and RSS feeds
- ✓ Provide Internet education to non-technical users
- ✓ Respond promptly to client email and phone calls
- ✓ Assist in choosing and setting up hosting services
- ✓ Upload sites using File Transfer Protocol
- ✓ Execute File Permissions and secure directories
- ✓ Set up multiple POP email accounts
- ✓ Brainstorm, register and resell domains
- ✓ Perform Search Engine Optimization
- ✓ Plan viral marketing
- ✓ Test and perform Quality Assurance to ensure that design features degrade gracefully in diverse platforms, browsers and screen configurations.

#### e-Learning Content Development

**Develop print/electronic training materials for industry, consumers, academia and K-12.**

**WBT since 1995; CBT since 1988**

- ✓ Understand target audiences to assess needs and design course curriculums
- ✓ Design course outlines
- ✓ Develop content for the e-learning process and design methodology.
- ✓ Create storyboards for animation
- ✓ Write assessments
- ✓ Create role-play scenarios
- ✓ Effectively collaborate with subject matter experts, technical staff, project teams and trainers to incorporate topical information into a final product
- ✓ Accurately and effectively take information from the client and develop training
- ✓ Understand how to work with and appropriately present different content types
- ✓ Function as a "Learning Consultant" for the customer
- ✓ Meet deadlines while working independently or in a team environment
- ✓ Step outside role to wear different hats when needed
- ✓ Demonstrate excellent skills with Microsoft Word, the CourseBuilder Extension and RoboHelp.

**Commissioned an "Honorary Texan"  
by Gov Rick Perry, June 26, 2006**

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## TECHNICAL TOOLS RECENTLY USED

✓ Adobe CS5.5 (Dreamweaver, Photoshop, Illustrator, Fireworks, Flash, Contribute), InDesign
✓ XHTML, DHTML, CSS-P, Javascript, FTP, WordPress, Joomla, OS Commerce, Paypal
✓ Microsoft Windows XP, DOS, MS Word, MS PowerPoint, MS Publisher, MS Outlook
✓ Apple OSX preferred

## PROFESSIONAL EXPERIENCE

### Business Owner

*1998-present* **NET INGENUITY** Sole proprietorship offers creation, redesign and maintenance services of marketing and educational websites for small businesses, professionals, visual and performing artists and not-for-profits. Sites feature Web standards and ADA compliance, database integration, forms, e-commerce, video, audio, pdf documents, calendar information, password-protected areas, Flash animation, JavaScript and CSS rollovers, Graphical User Interfaces, Search Engine Optimization. PORTFOLIO: [HTTP://NETINGENUITY.COM](http://NETINGENUITY.COM)

### Staff Positions

*1997-1998* **IBM Producer** Developed intranet applications and training using alternative media delivery at the Austin Learning Center; managed the production of training videos for Global Services.

*1995-1996* **AUSTIN AMERICAN-STATESMAN (a.k.a. Cox Interactive Media) Creative Manager** for **austin360.com**; developed concept and design for website focused on Austin news, music, high-tech, environment, and trends. Hired and trained staff. Developed a network of freelancers and community contributors; responsible for database management, live chat with guest experts, and daily updates.

*1987-1994* **PRODIGY SERVICES COMPANY Senior Producer (Consultant 6/93-2/94)**  
Wrote, assigned, scheduled, produced, and promoted consumer educational features; pioneered interactive formats, including Prodigy's first quizzes and bulletin boards; wrote software specifications, tested tools, edited documentation, and trained staff.

*1985-1987* **WOMAN'S WORLD MAGAZINE Articles Editor**  
Assigned feature stories for national weekly.

*1980-1985* **EAST/WEST NETWORK Associate Editor**, Eastern's REVIEW  
Developed in-flight magazine features on travel, entertainment, real estate, technology and trends; wrote columns and contributed to editorial planning.

*1978-1980* **CUE NEW YORK MAGAZINE, Movies Editor/Columnist**  
Wrote spotlight on arts and entertainment, plus features.

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### Team Projects/Responsibilities

**TECHNOLOGY INNOVATION GROUP**— Co-wrote, edited, produced and marketed *InnovationMatters*, a semi-monthly e-newsletter about technology commercialization. 2005–2007

**AEGIS LENDING & AEGIS MORTGAGE**—Subcontractor for **Isis Interactive** Created training manuals for account executives. 2005–2006

**TRIAND**—Wrote help files and tutorials for educators using a database management system to track student records. 2004

**BANK OF AMERICA**—Subcontractor for **Rapid Intake** Wrote and produced Web-based soft skills training for managers. 2003

**DELL COMPUTERS**—Subcontractor for **Liquid Concepts** Wrote copy for Dell Computer's "Know The Net" educational website for students, parents and teachers. 2002

**UT'S DISTANCE EDUCATION CENTER**—Edited, wrote, and helped produce high school- and college-credit classes for Web-based training. 2001

**DELL COMPUTERS**—Subcontractor for **HCI Consulting** Wrote script for Web-based training about ethics for Dell executives. 2000

**U.S. NAVY**—Subcontractor for **Isis Multimedia** Coded complex website about how education plays key role in jobs with US Navy. 2000

**DELL COMPUTERS**—Subcontractor for **Human Code** Managed content development for 11,000 page intranet sales training site. 1997

**NETRABBIT**—Managed content for launch of first IPO investment website. 1996

**IBM**—Subcontractor for **Ozz Research** Wrote CD-ROM script for IBM training on client-server concepts. 1995

**AMICUS**—Trained staff at Virginia Tech and the Council for Advancement and Support of Education to develop Internet services. Wrote technical documentation for WISIWIG HTML authoring software. 1995

**L.A. TIMES**—Built user guide and election section for new online service. 1994

**ATLANTA JOURNAL CONSTITUTION**—Helped train staff to create online content. 1994

**PHILIPS ELECTRONICS**— Subcontractor for **Melia Design** Wrote copy for Philips Electronics intranet. 1994

### PUBLIC SPEAKING

- ◇ Hosted monthly public discussion group linked to column on "Intimacies" 2002-2009
- ◇ Guided groups on "The Grand Tour of e-Learning Resources" (for e-learning DevCon 2005, Texas ASTD's e-learning SIG 2006, Adobe Users Group 2006, TX Dept of Information Resources)
- ◇ Integral Yoga® Instructor of Beginner, Intermediate and Advanced Hatha, RYT® 500
- ◇ Formerly a licensed NYC tour guide, escorting groups of 50+ through the Big Apple

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## PRINT PUBLISHING HISTORY

- AUTHOR*                    *Intimacies: Secrets of Love, Sex & Romance*—collection of columns about relationships
- The 60-Day Diet Diary*—a trade paperback “how-to” best seller. Six printings, sold more than 250,000 copies. Dell, 1982
- COLUMNIST*                *The Good Life* magazine—advice and essays about love, sex, relationships and romance. Feb 2002–Jan 2009
- FILM CRITIC*              *Boxoffice* magazine—specialized in foreign / independent films 1980–1993
- JOURNALIST*                The New York Times Co., the *Washington Post*, the *New York Post*, the *New York Daily New*, *Diversion*, *Success* and *Experience Austin* magazines
- SCRIPTWRITER*            The Progressive Radio Network—wrote news stories set with popular music
- EDITOR*                     *Integral Yoga* magazine—Edit national quarterly publication 2006–present
- Woman’s World* magazine—Articles Editor; Assigned, edited and wrote feature stories for national weekly. 1985–1987
- Review* magazine—Associate Editor; East/West Network for Eastern Airlines Developed in-flight magazine features on travel, entertainment, real estate, technology and trends; wrote columns; editorial planning. 1980–1985
- Cue New York* magazine—Movies Editor and Columnist; Wrote arts and entertainment spotlight, plus features; managed program listings of 800 regional cinemas. 1978–1980

## Personal Intellectual Property and Professional Networks

Education and Professional Development	Affiliations
<p><i>MASTER OF ARTS</i> New York University Cinema Studies</p>	<p>Austin Adobe Users Group (AAUG) <i>Member 2001–present</i></p>
<p><i>BACHELOR OF ARTS</i> New York University Major: English/Dramatic Lit Minor: Journalism</p>	<p>Her Domain of Austin (Austin Webgrrls) <i>Founding member 1995–present</i></p> <p>American Society for Training &amp; Development (ASTD) <i>Member 2003–2005</i></p>
<p><i>MANAGEMENT TRAINING</i> FastTrac I Entrepreneurial Training Program, City of Austin, TX. June 1999 Project Management Team Leadership, IBM (PartnerWorks) Jan. 1998 Frontline Leadership, Zenger-Miller, Jan. 1996</p>	<p>Usability Professionals Association (UPA) <i>Member 2003–2005</i></p> <p>Association of Internet Professionals (AIP) / Intl. Interactive Communications Society (IICS) <i>Board member 1996–2002</i></p>