CHRISTINA ZIENTEK

Resourceful education leader combines expert knowledge of media technology with innovative teaching techniques in a blended environment to stimulate academic and cognitive growth.

47 Wind River DR.
Conroe, TX 77384

mszentech@gmail.com

832-217-6124

EXPERIENCE (*EDUCATION*)

Sam Houston State University
Instructional Designer/
Instuctional Design Specialist
7/2019 - present

- Assist staff in the development and execution of online coursework within the Blackboard LMS
- Develop and launch online training certification and Blackboard user support organizations for the university
- Creation of SCORM-compliant course modules using Adobe Captivate, Articulate, and Tin Can API for external organizations

MsZentech
Instructional Systems Designer/
Professional Development/Speaker/
Consultant
8/2014 - present

- Design and deliver innovative online training packages and professional development programs using a variety of media technologies including interactive video and VR/AR.
- Expert-level utilization of learning management systems, with a specialty in Canvas, Moodle, Blackboard, and D2L
- Creation of SCORM-compliant course modules using Adobe Captivate, Articulate, and Tin Can API

Conroe ISD - Career & Technical Education
Career Portals - Computer Skills
Career Portals - Computer Applications
College and Career Readiness
Broadcast
8/2015 - 7/2019

- Responsible for producing a bi-weekly school broadcast using Adobe Creative Cloud software
- Utilize AR/VR creation software to innovate the classroom experience and boost student engagement
- Differentiate instruction using a variety of educational technology tools in a blended classroom environment

Spring ISD - Career & Technical Education
Principles of Art, AV & Communications
Principles of Information Technology
Touch Systems Data Entry
Photo Communications (Yearbook)
8/2010-5/2015

- Wrote curriculum for high-school credit classes within the junior high environment
- Gamified the curriculum using a combination of educational technologies and learning management systems within a blended classroom environment
- Produced weekly broadcast content
- Spring ISD District Secondary Teacher of the Year 2012-2013

Spring ISD - Campus Technology Specialist
Summer 2014

- Responsible for installation, maintenance, repair and re-imaging of technology on three campuses.

MacLaughlin Studios
Freelance Graphic Designer
8/2000- 8/2015

- Produced a variety of print, web, and multimedia projects for clients around the world
- Scheduled, maintained, and shot clients within a professional photography studio
- Expertise in the Adobe suite of software, including: Photoshop, Illustrator, InDesign, After Effects, Premiere, Audacity, Flash, and Dreamweaver
- Hosted a creative blog and ecommerce site using Wordpress with custom CSS, HTML, and Javascript modifications

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EXPERIENCE (*INDUSTRY*)

Consolidated Communications
Art Director
5/2005- 12/2010

- Responsible for the production of 35 annual telephone directories in three regional areas using the Adobe Creative Cloud and proprietary pagination software.
- Managed a staff of 8 artists responsible for the creation of client advertisements and marketing materials

Demand Publishing/Showmaster Systems
Pre-Press Specialist/Food Show System Administrator
3/2000 - 5/2005

- Responsible for the production of food show vendor marketing materials, as well as graphic design projects in the "off-season."
- Traveled around the country as part of a technology administration team that provided turn-key solutions for major food vendor shows (Sysco, PFG) that provided real-time data and sales figures

Cracker Barrel
Corporate Trainer/Store Manager
8/1993 - 3/2000

- Tour #1 - Traveled as part of an elite training team that re-trained the staff in under-performing or troubled locations.
- Tour #2 - Traveled as part of a POS training team that trained franchise staff on the new, technology-based, point-of-sale-system
- Transitioned into the management team, responsible for scheduling, inventory, and sales in a multi-million dollar unit.
- Store #43 Employee of the Year (1998).

VOLUNTEER WORK

Woodlands Church
A/V Volunteer/Children's Ministry Leader
3/2008 - present

- Responsible for lighting design, audio engineering, and graphic design for weekly live performances

AWARDS

Conroe ISD- Educator Achieving Excellence- January 2019

Conroe ISD- Innovative Technology Grant Recipient 2017
Co.Spaces & Virtual Reality with Google Expeditions

Conroe ISD- Innovative Technology Grant Recipient 2016
3D Printing in Schools

Spring ISD Secondary Teacher of The Year • 2012-2013

Roberson Middle School Teacher of the Year • 2012-2013

Roberson Middle School Rookie Teacher of the Year • 2010-2011

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EDUCATION

Doctorate of Education - Instructional Systems Design and Technology
Sam Houston State University
8/2018- present

Master of Education - Instructional Systems Design and Technology
Sam Houston State University
8/2016- 5/2018

Bachelor of Science - General Studies
English, Sociology, Mass Communication
Sam Houston State University
1/2014- 8/2016

Journalism/Advertising
University of Memphis
5/1996-5/1999

Elementary Education
University of New Orleans
5/1993-5/1996

SKILLS

The skills listed below are a highlight of software expertise. Please inquire about specific software needs; this is not an exhaustive list of software knowledge

Graphic Design
Photoshop, Illustrator, InDesign

Videography

Photography

Audio Engineering
Audition, Audacity

Video Editing
Adobe Premiere Pro, DaVinci Resolve

Motion Graphics
Adobe After Effects, Boris FX, Red Giant Trapcode
Web Design
HTML 5, CSS

Content Management Systems
WordPress, Drupal, Joomla

Learning Management Systems
Canvas, Moodle, Blackboard, D2L, Schoology

Curriculum Writing

Instructional Systems Design
Adobe Captivate, Articulate 360

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PRESENTATIONS

ISTE Convention 2020 Presenter & Volunteer (postponed until December)
Enter a Secret Dimension - Creating AR Portals • Creative Lessons From the Mouse House • The Toolbox Method - How to Fix Your Broken Assessments

TCEA Convention 2020 VIP Presenter & Volunteer - Austin, TX
Otherworldly- Building Your Own AR Resources • Get Creative With VR • Reality Bytes - VR Creation in the Classroom • Student Stories With Adobe's Character Animator • Game Design in Adobe Animate • Photoshop Brushes - The Most Powerful Tool You're Not Using • Photoshop Boot Camp • Step into the AR Metaverse • Hacking the Cube - Getting the Most Out of Your Merge Cube

ISTE Events 2019 - Creative Constructor Lab Featured Speaker - New Orleans, LA
Official New Orleans "Hostess" • How To Assess Creatively • Journal Walk Guide
AR/VR Playground Host • Group Project Challenge Host • Get Creative with VR

TCEA Innovative Learning Strategies - Austin, TX
Step into the AR Metaverse • VR Creation in the Classroom with Adobe

Digital Education Summit 2019- Huntsville, TX

Region 10 Digital Learning Conference 2019 - Dallas, TX
Hacking the Cube - Getting the Most Out of Your Merge Cube

ISTE Convention 2019 Presenter, Volunteer & Speaker- Philadelphia, PA
Reality Bytes - VR Creation in the Classroom • Step into the AR Metaverse • Co-host of the Creative Constructor Lab

TCEA Convention 2019 Presenter & Volunteer - San Antonio, TX
Bite-Sized Canvas: Getting Started with Your LMS • Photoshop Boot Camp • Photoshop Deep Dive - Layers

ISTE Events 2018 - No Fear Coding Lab Featured Speaker- Detroit, MI
Go Virtually Anywhere • AR Gaming Made Easy

ISTE Events 2018 - Creative Constructor Lab Featured Speaker - Seattle, WA
Go Virtually Anywhere • The Magic of AR

TCEA Adobe Academy 2018 Featured Presenter - Austin, TX
From Pencil to Perfection: Creating Photoshop Masterpieces from Scratch • Photoshop Focus: Layers

Conroe CTE District-wide Training 2018- Conroe, TX
Becoming Twitterati: The Power of the Twitter PLN • Using VR in the Canvas LMS

InstructureCon 2018 Presenter - Keystone, CO
Showstoppers: Maximizing Canvas Interactivity Using Innovative Applications

TCEA Convention 2018 Presenter & Volunteer - Austin, TX
Express Yourself! Adobe Photoshop Projects• Making Connections with Adobe Illustrator • Photoshop Focus: Layers • Photoshop Focus: Brushes

TCCA 2017 Presenter- Houston, TX
Beast Mode QR Codes • Bite-Sized Canvas

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Conroe CTE District-wide Training 2017 - Conroe, TX
Becoming Twitterati: The Power of the Twitter PLN

TCEA Adobe Academy 2017 Featured Presenter - Austin, TX
Pencil to Perfection: Creating Photoshop Masterpieces from Scratch • Express Yourself! Adobe Photoshop Projects• Making Connections with Adobe Illustrator

TCEA Convention 2017 Presenter & Volunteer - Austin, TX
Assistive Tech for ESL's • Making Connections with Adobe Illustrator
Lights Sound & Motion, A STEAM Journey • Express Yourself - Adobe Photoshop Projects

TCCA 2016 Presenter- Houston, TX
3D Printed Problem Solving • Beast Mode QR Codes • No-Tech Tech

Conroe ISD Canvas Conference 2016- Conroe, TX
Bite-Sized Canvas, A Beginner's Guide • App-Smashing in Canvas

TCCA 2015 Presenter- Houston, TX
3D Printing in the Classroom

Technology In-Service Instructor - Roberson Middle School • 2012-2015

EDUCATIONAL LEADERSHIP

Adobe Creative Educator Founding Crew - 2020- present

ISTE Proposal Review Captain - 2020

Adobe Education Leader - 2014-present

Career & Technical Education Campus Liaison • 2011-2015

Community Connection Committee (chair)- Roberson Middle School • 2013-2014

Superintendent Advisory Committee • 2012-2013

CURRICULUM WRITING

Conroe ISD - Career & Technical Education
Curriculum Writer • 2017-2018
College and Career Readiness, Career Portals: Computer Science, Broadcast Fundamentals

Spring ISD - Career & Technical Education
Curriculum Writer • 2013-2014
Commercial Photography, Introduction to Computer Graphics and Information Technology

Spring ISD - Career & Technical Education
Curriculum Writer • 2012-2013
Principles of Art, AV & Communications, Principles of Information Technology, Touch Systems Data Entry

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PROFESSIONAL ORGANIZATIONS

ISTE - International Society for Technology in Education | Ed Tech
Speaker/Presenter/Volunteer/ISTE Events Planning Committee

TCEA - Texas Computer Education Association
Speaker/Presenter/Volunteer

AECT - Association for Educational Communications and Technology
Member

CURRENT RESEARCH

Multimodal Assessments within Online Learning Management Systems
Utilizing multimodal theory to address learning style preferences within an online LMS.

CURRENT PROJECTS

Texas Department of Public Safety / Institute for Forensic Research Training and Innovation
Online Training Program
Design and deploy an online training program for all classroom-based forensic training using Articulate Storyline and Blackboard LMS. This project is grant-funded by the state of Texas.

COVID-19 Emergency Response
SHSU Online
Responsible for taking over 3000 face-to-face courses online within a one-week extended Spring Break window. Provide extended-hour support for all F2F professors.

Adobe Creative Educator Founding Crew
Adobe, Inc.
The #AdobeEduCreative Founding Crew is a select group of 40 worldwide Adobe educators chosen to launch the new Adobe Creative Educator initiative. This initiative is part of the re-structured and re-branded Adobe Education Exchange; participants contribute and collaborate on social media marketing, presentation opportunities, and curriculum development. Members also drive the initiative as part of an internal advisory board.

The Creative Cookbook
ISTE Books
"The Creative Cookbook" is an educational technology resource manual for K-12 teachers to differentiate their assessments using a variety of ed tech software. The book is designed for all skill levels, and provides "recipes" for technology-based projects that can be customized for subject content.