

Lisa Scovel Galarneau
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Summary

- Interdisciplinary and versatile professional with substantial expertise in new media, Internet/multimedia design and development, product/service marketing, e-learning/educational design, games and simulations, knowledge management, e-business, user experience/usability, and project/program management.
- Significant qualitative and quantitative research experience in academic and commercial settings.
- History of conceiving and implementing compelling and user-friendly solutions, from large commercial initiatives to educational games and simulations.
- Internationally-recognized, recipient of numerous industry awards.
- Excellent communication and interpersonal skills; passionate, responsive and effective leader.

Education

Doctor of Philosophy, Screen & Media Studies (Post-graduate Games Research Lab), The University of Waikato, New Zealand, expected 2007

Master of Science, Education, option in Online Teaching and Learning
California State University Hayward, 2003

Graduate Certificate, Online Teaching and Learning
California State University Hayward, 2002

Bachelor of Arts, Socio-Cultural Anthropology
University of California at Berkeley, 1993

Professional Experience

e-Learning Solutions Director/Strategic Consultant
Synapsys NZ, Ltd, Christchurch, New Zealand 2003 - 2005

Clients: New Zealand Ministry of Education, Air New Zealand, Landcare Research, Tertiary Alliance of New Zealand, designindustry, Christchurch Polytechnic Institute of Technology

Led multi-disciplinary project teams in the design and development of effective learning solutions utilizing a range of media, including game/simulation-based resources. Designed and managed research projects, encompassing learner profile analyses and evaluation of education/training programs. Provided consulting services

to organizations in the areas of training strategy & audits, solutions development, and product/service positioning. Developed and presented seminars/workshops about important e-Learning topics.

Senior Producer/Director, Customer Experience
MTS, Inc dba TowerRecords.com – Sacramento, California
(Leading music, videos and books retailer) 2000 - 2002

Via intensive customer, usability and market research efforts, identified several key customer-driven initiatives and drove company-wide effort to revamp under-performing e-commerce site in the areas of search, browse, merchandising, product recommendations and analytics. Managed cross-functional teams, vendor relationships, and frequently liased with senior management, market research firms, marketing/PR, and legal staff. Achieved overwhelmingly positive customer feedback, improvements in business metrics, and industry awards and kudos.

Project Director / Managing Consultant
4th Revolution (now [Wirestone](http://Wirestone.com)) -- Sacramento, California
(Internet development) 1998 – 2000

Managed cross-functional teams and multiple stakeholders on client engagements ranging from educational sites to robust database-driven sites utilizing a variety of 3rd-party technologies. Won several industry awards for internal and client work. Developed and managed partner relationships with systems integrators, translation companies, educators, research firms and analysts. Led and documented internal and client research, strategy and requirements efforts.

(1993-1997: additional Internet and technology management experience)

Other Experience

Lecturer, Mass Communication and Journalism
The University of Canterbury, Christchurch, New Zealand 2005

- Development and teaching of media audiences course for second year communication students.

Content/Consulting/Advisory Roles
1997 - Present

- Advised on the development of web-based educational games for community services training.
- Produced online learning content for [Hartnell College](http://HartnellCollege.com), California, the Learning Objects Repository at the [California Virtual Campus](http://CaliforniaVirtualCampus.com) and [ASTD's Learning Circuits](http://ASTD'sLearningCircuits.com).
- Developed and led the Historical Reenactment site and community at About.com. Covered all reenactment related topics, including events, costuming and historic preservation.
- Produced and directed the [Webby-award](http://Webby-award.com) nominated multimedia site, [Solemates: the Century in Shoes](http://Solemates.com).

- Researched and developed fashion history and Internet culture content for [HungryMinds](#).
- Architected, researched and wrote content for the 'Of Dreams & Dirt' multimedia exhibit for the [California Secretary of State](#). Also designed several interactive modules and learning games.

Freelance Producer/Developer
2001 - 2004

- Served as engineering producer for [Fisher-Price's PowerTouch Learning System](#).
- Developed localised versions (European and Latin American) of various [Leapfrog](#) educational toys.

Publications

Galarneau, Lisa and Melanie Zibit. (In Press) The future is written in the present: Online games for 21st century competency. In Games and simulations in online learning: Research and development frameworks. David Gibson, Clark Aldrich, Marc Prensky (Eds.)

Galarneau, Lisa (2005) Authentic learning experiences through play: Games, simulations and the construction of knowledge. Digital Games Research Association (DiGRA), Vancouver, Canada.

Galarneau, Lisa (2005) Spontaneous communities of learning: Learning ecosystems in massively multiplayer online games. Digital Games Research Association (DiGRA), Vancouver, Canada.

Galarneau, Lisa (2004) The eLearning Edge: Leveraging interactive technologies in the design of engaging, effective learning experiences, e-Fest 2004, Wellington, New Zealand.

Galarneau, Lisa (2003) The future of online learning. [unpublished master's thesis], School of Continuing and Distance Education. California State University, Hayward

Newman, James and Iain Simons, Eds. (2004) Difficult questions about videogames. [contributor] London: Public Beta

Other Presentations

Galarneau, Lisa (2005) The power of perspective: Games and simulations for transformative learning. Games * Learning * Society Conference, Madison, Wisconsin.

Galarneau, Lisa (2004) Industry/education collaboration in New Zealand. Association of Staff in Tertiary Education (ASTE), Wellington, New Zealand.

Also: The American Marketing Association, Sun Microsystems
Telecommunications Summit, Netscape Technologies Workshop

Media & Recognition

BBC Radio Scotland
Tech TV's Internet Tonight
NPR's Marketplace
The New York Times
The St. Petersburg Times
The New Zealand Herald
Destination CRM
InfoWorld
CIO Magazine
The Webby Awards
DesignInteract
Web Marketing Association
The Dottie Awards

Miscellaneous

U.S. Citizen, New Zealand Permanent Resident

- References, portfolio and full list of awards list available upon request -