

ANYA ZINOVEVA, MA, MLA, PMP, POCR, QM

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MULTI-MEDIA/DIGITAL ART PROFESSOR

- Digital media production and web/graphic design instructor with 15+ years of experience in developing and delivering best-in-class courses in web design and digital art/animation for educational institutions, as well as hands-on expertise in managing creative design and multi-media production projects for diverse corporate and non-profit clientele.
- Extensive experience in utilizing leading-edge learning technologies and digital media design/production tools to develop and deliver highly successful digital art and web design curricula, with specialized expertise in online course design, teaching, and review such as training on the Peer Online Course Review (POCR) process as well as Quality Matters (QM) Peer Reviewer Course.
- Proven track record of managing complex web/graphic design and media production projects as an entrepreneur and owner of 2 media companies/studios, including creative direction and production of international educational films and videos as well as documentary and feature film content for organizations such as the West Hollywood City Hall and Ermenonville City Hall (France).

AREAS OF EXPERTISE

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| • Curriculum Design & Development | • Motion Graphics & Animation | • Digital/Virtual/In-Person Learning |
| • Higher Education & Teaching | • Digital Media / Multimedia | • Performance Management & KPIs |
| • Web Design & Development | • Brand Development & Growth | • Team Leadership/Training/Mentoring |
| • SLO Writing & Assessments | • Video Production & Educational Films | • Educational Leadership |
| • Graphic Design / UX & UI Design | • Instructional Design & Technology | • Project & Program Management |
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EDUCATION

Masters in Liberal Arts (MLA) in Digital Media Design (Cum Laude) • Harvard Extension School

Master of Arts (MA) in Video & Digital Art (Distinction) | Bachelor of Arts (BA) in Graphic Design & Video & Digital Art (Cum Laude) • California State University, Northridge

Graduate Certificate in Back-End Web Programming | Graduate Certificate in Web Technologies • Harvard Extension School

TEACHING EXPERIENCE

Online Course Reviewer | QUALITY MATTERS, Remote

2021 to Present

- Conduct comprehensive online course reviews and provide targeted feedback to improve course design and accessibility by leveraging industry expertise, including knowledge of the Peer Online Course Review (POCR) process and CVC-OEI online course design rubric.

PT Instructor | ECC Connect Liaison | EL CAMINO COLLEGE, Torrance, CA

2017 to Present

- Develop course material and instruct students in web design, digital art, web animation, and 2D design (both online and in-person) while overseeing, optimizing, and preparing student work for the annual open house and student art shows.
- Teach ART 141 (Digital Art Fundamentals), ART 145 (Interactive Media Design/Web Animation and Games), ART 146 (Designing for World Wide Web), and ART 130 (2D Design) courses.
- Facilitated a focused learning community on Universal Design for Learning (UDL), presented data on student engagement while offering faculty support on utilizing the StarFish/ECC Connect system, and engaged in the local Peer Online Course Review (POCR) group.

Adjunct Instructor | HOLY NAMES UNIVERSITY, Oakland, CA

2015 to Present

- Develop and deliver courses in web design, computer graphics, and animation (including the ARTS 118 Intro to Animation course)) and play an instrumental role in the online course review process and peer discussion on online pedagogy.
- Serve as an online, in-person, and hybrid instructor for COMM 121 (Web Design), ARTS 118 (Intro to Animation), ARTS 115 (Computer Graphics), ARTS 117 (Motion Graphics and Video Production), and ARTS 196 (Senior Internship)
- Led curriculum development efforts, including creating a proposal for the Web Design Online Program and preparing SLOs for the Multi-media Arts and Communication Studies program, in addition to planning and facilitating a campus-wide Student Art Show.

Teaching Faculty | HARVARD UNIVERSITY, Cambridge, MA

2021

- Support and guide ~30 undergraduate and graduate students daily in successfully completing their data visualization projects (including HTML, CSS, JavaScript, D3, and Tableau projects) in a hybrid online class setting.

Digital Arts Instructor | Project Manager | IT Admin | GOLDEN KEY ART, Tarzana, CA**2005 to Present**

- Develop and deliver a dynamic curriculum and educational content covering Photoshop, Illustrator, After Effects, Animate, Final Cut Pro, and Premier for teenagers and adults in group and private class settings.
- Provide ongoing support as a substitute teacher for painting, drawing, and design lessons and train staff on web applications and marketing, in addition to leading the development of a Digital Art Program.
- Serve as a webmaster with oversight of web development, marketing, and administration efforts, as well as the implementation of impactful social media and email marketing strategies and the development of logos, web interfaces, newsletters, and print materials.

Instructor | Faculty Advisor | MOORPARK COLLEGE, Moorpark, CA**2017 to 2018**

- Instructed students in foundation courses in digital media and web design, such as MM M10 (Introduction to Digital Media), MM M20 (Web Design), and MM M90 (Multimedia Internship), to introduce core concepts and principles of design and production.

Teaching Associate - Digital Video Lab | CALIFORNIA STATE UNIVERSITY Northridge, CA**2004 to 2012**

- Supported ~15 undergraduate and graduate students daily with web design (including Dreamweaver, HTML/CSS, Flash, JavaScript, and UI design), graphic design, photo, and video projects (After Effects and FCP), and computer hardware/software.
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PROFESSIONAL EXPERIENCE**Founder and CEO | EDUCATIONAL FILM NETWORK, Tarzana, CA****2009 to Present**

- Established and grew a company specializing in delivering services relating to the production, research, and support of the international educational film and video content.
- Led all business aspects of production, including developing and signing model releases, location releases, and cast/crew agreements, and negotiating and securing releases for visual material (photos and artwork).
 - Developed [Rousseau, or on Education](#), a feature-length research documentary on the Enlightenment philosopher J-J Rousseau, and held screening events across the US and France.
 - Created [Emile in the 21st Century](#), a short film based on the novel **Emile, or Education**.

Founder and CEO | DIGITAL SADDLE PRODUCTIONS (DSP) MULTI-MEDIA, Tarzana, CA**2006 to Present**

- Built and developed a multi-media design company specializing in web design, brand development, collateral packages, banners, digital illustration, logo design, digital marketing, motion graphics, digital photography, and packaging design.

Clients:

- **West Hollywood City Hall, Unity in Diversity Arts Foundation, West Hollywood, CA (2004 | 2008)**
 - **Russian American Art:** Documentary on an art show in Pacific Design Center.
 - **Calibri:** Documentary on youth concert in West Hollywood Community Center

Web Project Manager | Multi-media Specialist | DINAIR INSTITUTE, Valley Village, CA**2006 to 2019**

- Served in a dual role of webmaster and IT administrator, overseeing the transition of the company website to an E-commerce platform while developing omnichannel marketing for Amazon and eBay.
 - Developed and executed cutting-edge branding and graphic design solutions, including print promo materials, web UI design, animation for website banners and videos, and motion graphics tradeshow displays.
 - Established a training system for employees and customers using Moodle, delivered employee technical training via web/video resources and personal coaching, and served as a videographer.
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ADDITIONAL EXPERIENCE**Multimedia Specialist • VAN VAGNER BIG SCREEN NETWORK PRODUCTIONS, Westlake Village, CA****Senior Graphic Designer and Illustrator • ALL ELECTRONICS CORPORATION, Van Nuys, CA**

LANGUAGES**English (fluent) • Russian (native) • Ukrainian (fluent) • French (basic) • Spanish (basic)**

TRAINING AND PROFESSIONAL DEVELOPMENT**Diversity, Equity & Inclusion:****Diversity, Equity & Inclusion • Holy Names University**
Equity Minded Teaching Institute • El Camino College**Active Learning:****On-Course Campus Workshop • El Camino College**

Accessibility:

Testing for Digital Accessibility | Digital Accessibility for Content Creators | Web Accessibility for Developers | Introduction to Digital Accessibility & Harvard's Policies • Harvard Extension School
Digital Accessibility Training • Holy Names University

Online Instruction & Course Reviews:

Peer Online Course Review (POCR) • CVC-OEI
Peer Reviewer Course (PRC) | Applying QM Rubric Certificate (APPQMR) • Quality Matters (QM)
Online Teaching Certification | Introduction to Canvas Certificate • El Camino College
Hybrid Instruction | Asynchronous Online Instruction | Video Lecture Workshop | Canvas Instructor Certification • Holy Names University

Project Management:

Project Management Professional (PMP) Certificate • Project Management Institute (PMI)
Project Management Certificate • Corporate Education Group | Duke University

AWARDS AND HONORS

ECC Connect Appreciation Award • El Camino College (2020)
Medal of Appreciation • Rousseau Anniversary Symposium • Ermenonville City Hall, France (2012)
CSUN Graduate Thesis Award (2010)
Digital Arts Competition (Winner) • Creation Engine Magazine (2003)

PRESENTATIONS

“Educational Film Network Rebranding” • Harvard University • DGMD E-1 Guest Speaker (2022)
“ECC Connect: What, Why, How” • Guided Pathways • El Camino College (2021)
“Using Video to Increase Engagement: Strategies for Starting Your Course” • SITE • El Camino College (2020)
“Increasing Student Engagement and Learning with Video” • Distance Education Institute • El Camino College (2019)
“Video Quizzes and Surveys as Equity Tools” • Online Teaching Conference (OTC) (2019)
“El Camino College Acknowledges Grateful Leadership” • Center for Grateful Leadership (2019)
“Rousseau, or on Education” • Film Screening Q&A • Tarzana Public Library (2013)
“Rousseau, or on Education” • Film Screening Q&A, Rousseau Anniversary Symposium • Ermenonville, France (2012)
“Rousseau, or on Education” • 14th Annual Student Research & Creative Works Symposium • CSUN (2010)

TECHNICAL EXPERTISE

Web Design & Development:

HTML/CSS | JavaScript | jQuery | P5.JS | React.js | Vue.js | PHP/Laravel | MySQL | Plesk/cPanel | Moqups | Framer | Gatsby | DB

Media & Content Creation:

Adobe Suite (Illustrator, InDesign, Photoshop, After Effects, Premiere, Dreamweaver, Animate, Encore, Adobe XD, Captivate) | Final Cut | Sony Vegas | Panopto | ProCreate | Joomla | WordPress

LMS & Educational Content Development:

Moodle | Blackboard | Canvas Studio | PlayPosit | Camtasia | EdPuzzle

Other:

Microsoft Office Suite | Tableau | Zoom