

# Adam P. Rusch

## Curriculum Vitae Summary

Email: adam@rusch.me

Home: Urbana, IL

Full Academic CV available: <http://Adam.Rusch.me/curriculum-vitae/>

### Work Experience

#### **Independent Consulting: Research, Marketing, & Usability Testing, May 2006 – Present**

- Product Consultant for Education Technology companies specialized in Plagiarism Detection
  - Showed how my client's software kept up with the larger competitors in the field
  - My report was distributed widely by the company as a confirmation of their excellence
  - A few months after my report was published the company negotiated a favorable deal to be acquired by the largest company in their field
  - Retained as consultant for comparative analysis and usability by new company
- Online Learning Coordinator for Illinois "Fire Factor" Fire Safety Training
  - Coordinate with University of IL Dean of Students, University Housing, and Greek Affairs to assess student needs. Acquire content from Urbana and Champaign Fire Departments.
  - Develop online course with ADDIE model, set up and maintain custom Moodle build, run course each semester for 50-100 students (8 semesters), ensure student completion
- Developed websites, press campaigns, and social media strategies for: Kokomo Community Concerts, Inc., Citizens for Dan Wilbrandt, and other organizations

#### **University of Illinois at Urbana-Champaign, August 2007 – Present**

- eLearning Specialist, Online Course Development Assistant
  - Consult with faculty on course design and learning objectives from inception to completion for the instructional design process
  - Facilitate development of strategies, material, and best practices with learning technologies
  - Design, develop, and deliver workshops and training to faculty and staff in technology tools and methods
- Instructional Technology & Design Assistant, Help Desk Assistant
  - Moderate online classes and provide LMS support for School of Information Sciences
  - Troubleshoot technology problems, walk staff and students through problem-solving process, collaborate with IT staff, utilize RT ticketing system, write training tutorials, maintain computers and other technology tools
  - Proficiency in Moodle, Canvas, Blackboard, Coursera, and other EdTech software
- Research Assistant
  - Identify stakeholders, conduct qualitative interviews, implement online surveys, write grant proposals, coordinate between university offices, ensure research guidelines were followed
  - Graduate Student lead of Center for Innovation in Teaching & Learning (CITL) grant project examining minority enrolment and completion of UI Online Degree Programs
  - Research the "Scholar" LMS Platform with New Learning Pedagogies Research Group. Grad Student lead and member of NSF CyberLearning and several other grant projects.
- Teaching Assistant, Instructor
  - Prepare lessons, organize class activities, grade assignments, and identify needs of students
  - Instructor of Record for CMN 111, 112 (Intro to Speaking & Writing), LIS 451 (Intro to Networked Info Systems – Online section). Recognized on CITL "List of Excellent Instructors"
  - Teaching Assistant for LIS 451 (On Campus), ENGR 298, EPS 415, Coursera MOOC (eLearning Ecologies), and Learning Design & Leadership (Online) program

#### **eGov Strategies, Indianapolis, Indiana, January 2007 – August 2007**

- Marketing & Sales Associate
  - Demonstrate product features via teleconference and webinar

