

# Adam P. Rusch

## Curriculum Vitae Summary

Email: adam@rusch.me

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

### **Work Experience**

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

- Product Consulting for Education Technology Companies
  - Researched multiple academic integrity systems and educated product team on features and functionalities through presentations, reports, and consultations
  - Interview existing users and report on problems, successes, and trends
  - Collaborate as part of a research team to understand current landscape and identify future trends in the education technology industry
- Online Learning Coordinator for Illinois “Fire Factor” Fire Safety Training (2012-2016)
  - 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
  - Facilitate the development of instructional strategies, course materials, assessment techniques, appropriate integration of instructional technologies and best practices
  - Provide assistance to faculty in technology tools and methods, use of instructional software, and effective uses of multimedia
  - Design, develop, and deliver workshops in the use of instructional technologies and educational best practices
  - Research and recommend educational best practices, instructional resources, instructional technologies and multimedia hardware/software to support teaching and learning
  - Collaborate with a team of instructional designers, accessibility specialists, digital media professionals, and student employees
- 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
  - Proficiency in Moodle, Canvas, Blackboard, Coursera, and other EdTech software

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

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

