

## David F. W. Robison, MLIS

*Creating the nexus of people,  
technology, & information*

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### Strengths

- \* Collaborative creativity informed by data
- \* Liaison between technologists and lay-people
- \* User-centered design philosophy coupled with empirical praxis
- \* Desire to build the skills and confidence of others

### Employment

**Electric Lexicon UX Consultancy.** October 2001 – present.

- Freelance consultant for online and digital media marketing initiatives
- IT Support for hardware and software
- Information architecture (IA), interaction design (IxD), & user testing for InfoSpace/Motricity mobile division working on Web services and mobile phone applications
- IA and IxD clients include: Sony, Microsoft, ZAAZ, Verizon Wireless, T-Mobile, MédiSolution, and Rhapsody

**VP of Product Management/Co-Founder, Red Llama, Inc.** January 2003 – September 2019.

- Product Manager, Information Architect, Interaction Designer, Multimedia Specialist, Operations and IT for SimPraxis® cognitive simulation surgical training platform
- Video shoot/production trips to Senegal, Tanzania, Ethiopia, and the UK and numerous clinical (operating room) locations in the US

**Contract Lecturer, University of Washington.** October 1999 – March 2005, September 2013 – June 2015

- Taught “Principles of Human-Computer Interaction” for UW Bothell CSS Department (School of STEM)
- Developed and taught course curriculum for “Usability and Interaction Design” for UW Bothell CSS Dept.
- Taught “Managing Technical Teams” for UW Tacoma, Institute of Technology (Spring quarters 2002-2005); UW Bothell CSS Dept.
- Developed and taught course curriculum for “User Interface Design in a Multi-Modal Environment” for UW Tacoma, Institute of Technology
- Developed course materials and taught “Small Business Webmaster” for UW Extension in classroom and online

**Strategist, Digital Media & Learning, Jack Morton Worldwide.** December 2000 – October 2001.

- Worked as consultant with sales staff to develop new business opportunities and strategies to serve client needs and expectations

- Developed information architecture for large-scale websites
- Developed project proposals including budgets and schedules

**Senior Producer, Hornall Anderson Design Works.** July 1999 – December 2000.

- Developed information architecture for SuperDLT and *ProveIT* product launch sites
- Managed cross-functional interactive production team
- Developed proposals for new work including budgets and schedules
- Lead IxD and usability work
- Substituted for client manager during 3-month transition commuting to San Jose

**Digital Media Producer, Caribiner International.** March 1998 – July 1999.

- Managed cross-functional interactive production team
- Developed proposals including budgets and schedules
- Creative director and producer of award-winning 3-D animation presented by Andy Grove
- Developed and presented information architecture for numerous Intel product websites
- Developed and implemented website localization plan for Intel (6 mini-sites into 6 languages)

**Producer/Production Manager, Palazzo deMix, Inc.** October 1996 – March 1998.

- Managed cross-functional interactive production team
- Developed proposals including budgets and schedules
- Developed information architecture for premier websites for Providence Health Systems (2 regions) and Seattle University
- Acted as primary consultant for redesign of Swedish Medical Center New Employee Orientation
- Produced monthly updates to MSN's Computing Central including creative development
- Managed development of Encarta® animations and localized interface

**Information Architect/Senior Project Manager, Free Range Media, Inc.**

November 1994 – September 1996.

- Developed proposals including budgets and schedules
- Managed cross-functional interactive production team
- Developed information architecture for new websites for:
  - Microsoft/Bill Gates demonstration site
  - H&R Block premier website launch working with and presenting site map to Director of Marketing
- Produced premier websites for CBS Television, H&R Block, APL, and others

**Educational Documentation Specialist, NorthWestNet, Inc.** November 1993 – October 1994. Primary author of *The Internet Passport* (5th ed.) in print, Gopher, and HTML formats. Conducted customer training.

## Education

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### **School of Library and Information Studies**

#### **The University of California at Berkeley**

**Masters degree in Library and Information Studies** December 1992.  
Concentration in online information and automated systems.

#### **The University of Chicago**

**Artium Baccalaureus, Dean's List** in Russian Civilization. June 1988.

## Seminars & Courses Taught

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**"Principles of Human-Computer Interaction"** Undergraduate class in Computer Science Department at the University of Washington Bothell Campus, Lecturer. Spring quarter 2015.

**"Usability and Interaction Design"** Undergraduate class in Computer Science Department at the UW Bothell Campus, Lecturer and course developer. Summer quarter 2014.

**"Human Computer Interface Design"** Undergraduate class in Computer Science Department at the UW Tacoma Campus, Lecturer and course developer. Winter quarter 2005.

**"Managing Technical Teams"** Undergraduate class in Computer Science Department at the UW Tacoma Campus, Lecturer. Spring quarters 2003, 2004, 2005; UW Bothell Campus, Autumn 2013, 2014.

**"Essentials of DVD Authoring" 1-day workshop at 911 Media Arts.** June 2004.

**"Small Business Web Master: Web Business Management"** Certificate program (online and face-to-face) at the University of Washington Extension. Instructor and course developer. Feb. 2000 – June 2004.

**"UroSim Interactive Cognitive Surgical Simulator"** at "Solutions to Training in the Face of the 80 Hour Work Week" multi-disciplinary symposium on procedural simulation at the University of Washington, sponsored by TATRC, November 2003.

"The Best and Worst of the Net: A Panel Critique" at the 1996 Washington Software Association's Online Advantage. Panelist.

"The Best and Worst of the Net" at the 1996 Northwest Bookfest. Panelist.

"Client-Server Computing and the Revolution in Electronic Publishing" at the Spring 1994 Internet World Conference and the NASIG 1994 Annual Meeting.

“Introduction to the Internet” taught a number of times for UC Berkeley Library and UC Berkeley Extension, 1993.

## Publications

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Robison, David F. W., Kochmer, Jonathan, and NorthWestNet. ***The Internet Passport: NorthWestNet’s Guide to Our World Online***. 5th ed. Prentice-Hall, 1995.

Robison, David F. W. ***All About Internet FTP: Teaching and Learning to Transfer Files on the Internet***. Library Solutions Press: Berkeley, CA., 1994.

Robison, David F. W. **“Bibliography of Articles Related to Electronic Journal Publications & Publishing”**. *The Directory of Electronic Journals, Newsletters, and Scholarly Discussion Lists*. 4th ed. Washington, DC: Association of Research Libraries, 1994.

Robison, David F. W. **“Bibliography of Articles Related to Electronic Journal Publications & Publishing”**. *The Directory of Electronic Journals, Newsletters, and Scholarly Discussion Lists*. 3rd ed. Washington, DC: Association of Research Libraries, 1993.

Robison, David F. W. **“The Changing States of Current Cites: The Evolution of an Electronic Journal”**. *Computers in Libraries* 13(6) (June 1993):21–26.

Robison, David, Nanfito, Michael. ***Introduction to the Internet***. (Video.) California State Library and CLASS, 1993. Primary author and presenter.

Robison, David F. W. **“Review of The Internet Companion: A Beginner’s Guide to Global Networking, by Tracy LaQuey (with Jeanne C. Ryer)”**. *The Public-Access Computer Systems Review* 4, no. 1 (1993): 24-28.

**Current Cites**. Berkeley: Library Technology Watch Program, University of California, Berkeley, 1990 – . <http://sunsite3.berkeley.edu/CurrentCites/>. Founding editor and contributor (1990–1993).

## Grants & Awards

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**Astra-Zeneca** seed funding for UroSim cognitive surgical simulator

**Gates Foundation** grant for Red Llama “Creative Technology” classes.

**Medina Foundation** grant for Red Llama “Creative Technology” classes.

**City of Seattle Neighborhood Fund** grant for Red Llama “Creative Technology” classes.

**Microsoft** grant for Red Llama “Creative Technology” classes.

**Gold Medal, New York Festivals.** 1999 International Film & Video "Intel Internet Animation" Best Computer Graphics.

Finalist, Telly Awards. 2000 "Intel Internet Animation".

**Apple Library of Tomorrow Award** 1990. For *Current Cites* online newsletter.

### Community Volunteer

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**Member** of the Hunter College High School Alumnae/i Association Board Member, Diversity Committee, 2020 – present. Co-developed program on roundtables on diversity and student-alum mentoring program.

**Instructor: Experience Design** mini-course for Friday Harbor High School STEM program, 2019 – present.

**Industry Representative** for San Juan Island School District Career & Technical Education Committee, 2019 – present.

**Member** of **San Juan County Amateur Radio Service** ham radio emergency communications, 2019 – present.

**PTA BLT Grade Representative** with Whitman Middle School PTSA, 2015 – 2019.

**PTA President** with Adams Elementary PTA, 2014 – 2015.

**PTA Secretary** with Adams Elementary PTA, 2012 – 2014.

**PTA Safety Representative** with Adams Elementary PTA, 2011 – 2013.

**Big Brother** with Big Brothers/Big Sisters of King County, 2002 – 2011.

**Board President**, Rainbow Families of Puget Sound, 2008 – 2013.

**Speaker** with PFLAG (Parents, Friends, and Family of Lesbians and Gays) Speakers Bureau, 2004 – 2019.