ROBERT A. KAHN

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Digital Communicatins Consulting Services

- Technical Writing and Training, Website content development and maintenance, Digital Video production and editing, Digital Storytelling and Interactive Web Videos, Photo and Image development and processing, Public Outreach products—exhibits, kiosk presentations, information sheets, posters, reports and blogs.

Qualifications

- Excellent communication and analytical skills, and a knack for simplifying and effectively communicating complex concepts to both professional and public audiences.
- Twenty years experience writing technical documentation and designing educational support materials for users of high-tech products.
- Fifteen years experience managing public affairs and public outreach education projects in a university scientific research program, a science museum and summer computer camps.
- Six years experience developing interactive, computer-based exhibits for science museums and multimedia content for university/corporate websites and non-profit educational projects.
- Product/project manager for a number of software and information products, including: consumer video editing software, an award-winning children's programming language, a knowledge-retrieval system, and periodical indexes for use in public libraries.
- A lifelong interest in science and technology. A passion for digital photography and video.

Professional Experience

COMMUNICATIONS

- Sci/Tech Writing
- Website Content
- Image Processing
- Digital Media
- Public Affairs

Sci/Tech Writing, Information Design, Multimedia Content & Digital Storytelling

- Documentation and training consultant for San Francisco interactive video startup, Coincident TV.
- Product development, digital media and training consultant for DigiSight Technologies, a Palo Alto medical startup with a mobile vision testing app & cloud-based medical record for personal vision care management.
- Freelance technical writer contracting to numerous computer and high-tech companies to design and produce product documentation, help systems, tutorials, and training materials for end users and administrators. Humanized very complex materials to facilitate rapid knowledge acquisition. Clients include: Apple Computer, Ask Jeeves, Bon Appetit, Finisar, Inktomi, Lucasfilm THX, Stanford University/NASA, Oracle and Videonics.
- Collaborated via teleconference and website with a team of animators at the NASA Marshall Space Flight Center to develop a series of six computer animations, which won a 2008 Bronze Telly award, describing various aspects of the Gravity Probe B experiment. Designed and mocked-up animation storyboards. Added titles and captions to finished animations. Created a complete media gallery for GP-B website, including a collection of web videos.
- Member of content design team (DesignWorlds for Learning) contracted to develop content for the Digital Video in Education section of the Apple World Wide Marketing web site. Also served as digital video specialist for a Hewlett Foundation-funded Bay Area Science Museum Learning Collaboratory project, a collaboration of Bay Area 6th grade science teachers and science museums.
- Consultant to industrial design firms creating interactive computer-based simulations and games for museum exhibitions and retail computer stores. Conceptualized activities, prepared storyboards and prototypes, designed interfaces, supervised programmers and wrote programs, developed curriculum and wrote documentation to simplify and effectively communicate complex concepts to both professional and public audiences. Clients included: The Burdick Group, Office of Charles and Ray Eames, Topographics, Ltd, and ONLINE Microcenters.

Public Affairs & Public Education

- Coordinated public affairs activities and development of public education products for the NASA-funded Gravity Probe B research program at Stanford University, testing Einstein's general theory of relativity. Served as gatekeeper of public information and liaison with the press and media for all public information about GP-B. Also served as graphic design and website development consultant. Developed brochures, flyers, posters, photo collages, graphics and illustrations, animation storyboards, audio and video media clips, periodic website & email status updates, DVD content, and technology vignettes. Compiled and wrote several chapters of the 630-page GP-B Final Report to NASA. Coordinated and implemented new GP-B legacy website at http://einstein.stanford.edu.
- **Maintained website and d**eveloped lobby monitor display for Stanford's Hansen Experimental Physics Lab.

- Directed and managed the design and production of comprehensive curriculum and educational programs for Atari computer camps, including developing and specifying teaching models, hardware, software, books and materials to furnish each of 8 sites nation-wide.
- While a graduate student at U.C. Berkeley, directed a public computer-education program at the Lawrence Hall of Science. Expanded program scope to become the institution's largest public program in the 1970s, offering more than 100 courses, 500 workshops and public computer access to over 30,000 children and adults annually. Developed public relations outreach materials to attract participants.

Product and Project Management

- Co-founded a startup company with five others to produce wireless home networking technology and products. Served as the company's writer and editor, responsible for writing and updating the business plan, PowerPoint presentations, marketing spec sheets and brochures, Web page content, hardware specifications, and all product documentation.
- Conceptualized and developed a consumer video product from idea stage through second level prototype at Adobe Systems. Created functional specification, and teamed up with an engineer, an interface design expert, and a graphic artist to create two working prototypes of the product. Created multimedia introductions for prototypes and conducted user testing.
- Managed development of the Windows on-line help system shipping on board the Compaq Presario computer line.
- Brought to market Macintosh, UNIX (Sun SPARC) and Windows 3.0 versions of the Graphic Knowledge Retrieval System, used for retrieving technical documentation from CD-ROM or hard disk. Coordinated software releases, wrote release notes, compiled software problem reports and provided internal quality control. Enhanced product design, developed product demos and accompanying documentation.
- Managed development of CD-ROM and microfilm periodical indexes, tailored for use in libraries. Identified new market opportunities, evaluated competitive products and analyzed market penetration. Designed four relational databases and programmed various database applications.

Student Mentoring & Volunteer Work

- Ran a pilot project in digital storytelling with 7th grade students at Peninsula Sinai Congregation to produce short digital video movies on topics related to the school curriculum.
- Mentored a high school science teacher to develop a film and video media class.
- Parent volunteer and mentor to the award-winning Woodside/Carlmont High School FIRST Robotics Team 100.
- Assistant Scoutmaster in a Boy Scout troop. Produced the Troop newsletter for 5 years and provided mentoring for scouts interested in the Computer, Cinematography, and Photography merit badges.

Computer Skills

- Highly sophisticated computer user. Broad experience in programming and use of software tools.
- Fluent with Microsoft Office Suite (Word, Excel and PowerPoint) plus Apple Keynote.
- Fluent with technical documentation tools (Adobe InDesign, Framemaker, Acrobat Pro) graphic design/web tools (Photoshop, Illustrator, Dreamweaver), video editing tools (Premiere Pro, Final Cut Pro) and much more.

Education

M.A. Education

University of California, Berkeley, School of Education

- Ph.D. Candidate in Educational Psychology (Completed coursework, exams & dissertation proposal)
- Dissertation topic: "Learning in a Science Museum: Play vs. Work"

A.B. Psychology

University of California, Berkeley

- Minor Subject: Mathematics

Professional Memberships

- National Association of Photoshop Professionals (NAPP) 1999 - Present
- Digital Storytelling Association (DSA) 2002 - Present