

# Mike Bicknell

Technology and Media Specialist  
Curriculum Vitae

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## Bird's eye view

For the National Center on Deaf-Blindness, I am a jack of many trades with a focus on media, messaging, accessibility and usability. For the Washington State School for the Blind, I researched digital projects, coordinated a distance learning program, and was a non-IT / IT manager. One focus for IT was to improve digital life for the employee and student computer users and to strengthen the health of the IT network in preparation for a new VoIP phone system. For Texas School for the Blind & Visually Impaired Outreach Programs, I helped to build their distance learning and media program from an older system into a modern one influenced by Lynda.com. We also built a new media studio and conference rooms as part of a schoolwide construction project. Before I started work as a tech specialist, I was a published photojournalist, an event and portrait photographer, and a videographer. I continue to publish today.

In my work over the years, I tend to return to a few themes: (1) to advocate for the end user with an eye on the organization's mission, (2) to envision and to create new products that I would want to use if I were in the field, and (3) to patch current systems and to develop new, innovative ones.

## Education

University of Texas, Austin – Master of Arts, Journalism, 2011

- Photojournalism professional track. Emphasis on Multimedia Journalism and Documentary Video.

University of Texas, Austin – Bachelor of Arts, History, 1997

- Minor: Sociology. Emphasis: American Studies and U.S. ethnic minority history.

## Skills

- Entrepreneurial: Ideas, research, design, action. Adept at connecting the dots and generating ideas.
- Consultant: Business and technical consultant for Song by Song, LLC.
- Video (HD): Planning, lighting, capturing audio and video, editing, graphics, transcoding, uploading. Adept at lighting and interviewing subjects.
- Photography: Started with black and white film, shooting and processing in a dark room. Today I work almost exclusively with digital. Planning, lighting, posing, editing, exporting for various uses. Adept at capturing emotion. Mobile studio with lights or behind-the-scenes.
- Design: Designed brochures, ads, social media banners, documents.

- Websites: HTML, CSS, content management systems (WordPress, Craft). Dreamweaver and hand coding.
- Accessibility: Create transcripts, captions, audio description of videos, and screen-reader friendly documents.
- Web and Online systems: Updated websites, video libraries. Wrote HTML and CSS; designed web graphics. Posted social media, created playlists, and managed accounts. Engineered SEO with web design. Managed Google Analytics of websites. Apps: Facebook, Twitter, YouTube, LinkedIn, Meetup, Instagram, Dropbox, Google Apps, Asana, Slack, and more.

## Learning

Lynda.com is often my lunch date. I read books and articles, listen to podcasts, and attend workshops and conferences.

## Professional Experience

### Grant Technology Specialist, January 2017 – present

National Center on Deaf-Blindness, Western Oregon University: Monmouth, OR

Supervisor: Linda McDowell, Director

- Ideas: Messaging (*Made to Stick* by Dan and Heath Chip), website usability design and testing (*Don't Make Me Think Revisited* by Steve Krug), increase backups of computers after international ransomware scare, and podcast creation.
- Social Media: Post on Facebook, Twitter, and copies to the NCDB website. Prep images in Lightroom and Photoshop, videos in Premiere Pro, and text. Create banner for Facebook in Photoshop.
- Messaging: Create HTML email from templates in Dreamweaver. Manage email campaigns in MailChimp. Create webinar announcement pages with HTML for the website.
- Video: Flew with gear to Indiana to record video of NCDB co-sponsored event. Co-conducted and conducted interviews. Solely responsible for lights, sound, staging, video recording. Edited interviews in Premiere Pro and posted to YouTube.
- Photo: Shot photos of internal events. Edited photos from constituents to post online.
- Design: Created ads in Photoshop for academic journal publication.
- Documents: Created accessible (for screen readers) documents in Word, PowerPoint, Acrobat, and InDesign.
- Website: Updated webpages and wikis in a custom CMS.
- Webinars: Substitute host/tech for the recording of a national webinar with captioning.
- Screencasts: Produced with Camtasia using an audio board and external mics. Exported to YouTube.
- IT: Managed and updated computers in checkout inventory. Worked with university IT network manager to update network switch to increase the speed and reliability of NCDB/TRI network connectivity.
- Groups: Web Development, Accessibility, Website Redesign.

## **Digital Research & Development Coordinator, June 2014 – May 2016**

Washington School for the Blind, Vancouver, WA

Supervisor: Dean Stenehjem, Superintendent

- Coordinated multi-state synchronous distance learning program for students. Software: Skype for Business, Yammer.
- Researched new digital initiatives, prepared reports for accreditation and for planning purposes, including WSSB Tech Plan, 2016-2019 and WSSB Distance Learning Plan.
- Presented at national and regional conferences in support of WSSB's distance learning math program: AFB Leadership in Phoenix, NR-AER in Boise, NW-AER in Vancouver.
- Coordinated summer workshop, Experience Programming in Quorum (EPIQ) 2014/2015, run by UNLV Professor Andreas Stefik, PhD, for TVIs and other teachers. Member of EPIQ Steering Committee.
- Managed IT program, coordinated IT initiatives, including Voice Over IP installation, server backup and other backend IT projects, fixed PC/Mac user tech problems, tutored staff on Mac OS and software use.
- Updated website using Adobe Dreamweaver and assisted teachers with Moodle classes as a Moodle admin.

## **Media, Web, Distance Learning Specialist, Aug. 2007 – May 2014**

Texas School for the Blind & Visually Impaired (TSBVI), Austin, TX

Supervisor: Cyral Miller, Director of Outreach

TSBVI Outreach Programs. The job can be divided into three different roles and phases.

### **Media Producer (2007-2014)**

- Planned projects with content experts, developed schedules for completion, prepared materials needed. Worked with experts to ensure that scripts were accessible to audiences who were visually impaired. One example is the "Guide Technique for Individuals with Visual Impairments" video for Project IDEAL: <http://www.projectidealonline.org/v/guide-technique/>
- Recorded video/audio/photo of events and instructional interactions using pro and prosumer HD/SD video cameras, mics, and lights. Livestreamed/shot video for on-campus workshop participants from classrooms to conference rooms. Recorded HD video in studio with lights and mics.
- Edited recordings using Final Cut Pro (video), Adobe Photoshop (photo), Audacity (audio).
- Transcoded videos using Apple Compressor and Adobe Media Encoder for web, presentations, DVDs.
- Accessibility. Created in/out-house procedures for creating transcripts and captions for videos. Produced transcripts and captions for videos until this job was handed off to an assistant.
- Uploaded videos and associated files to online libraries (Helix, YouTube), including metadata and related files.

- Archived all recordings using proper naming conventions. Created and uploaded transcripts, captions, and audio descriptions of videos. Shot and edited photos for products.
- Assisted with Audio Visual events (lights, audio, video recording, photography) for conference presentations and live performances.
- Designed brochures using Adobe InDesign, captured/edited images. Managed pre-press concerns with printing press. Project by Outreach for PPAG:
  - “Learn to Move” (Eng./Span.): <http://www.tsbvi.edu/publications/1017-learn-to-move-brochure>
- Collaborated with various partners on video/photo projects, including NCDB, Perkins, Project IDEAL, PPAG, etc.

#### **Web Designer (2011-14), Video Library (2009-14) and Social Media Manager (2009-14)**

- Redesigned and managed websites: Reworked templates by hand-coding HTML/CSS, delved into information architecture and usability concerns, created accessible code and media, monitored Google Analytics, etc.
  - Created the *TSBVI Distance Learning* (now the *On-the-Go Learning* website) for Outreach Programs: <http://www.tsbvi.edu/distance>
  - Restructured and significantly expanded the *Communication for Children with Deafblindness or Visual and Multiple Impairments* website. Worked with a small committee to plan the website: <http://www.tsbvi.edu/distance/communication/index.html>
  - Created and managed online video libraries:
    - IT setup of the backend of this library and I uploaded most videos/captions/transcripts, organized playlists, and branded the front end: <http://library.tsbvi.edu/>
    - In 2009, I created the *TSBVI Distance Learning* YouTube channel, organized playlists, uploaded videos: <https://www.youtube.com/user/VideoTSBVI>
  - Created the first Facebook and Twitter social media accounts for TSBVI in 2011:
    - <https://www.facebook.com/OutreachTSBVI/>
    - [https://twitter.com/distance\\_tsbvi](https://twitter.com/distance_tsbvi)

#### **Distance Learning Program Development (2008 - 2014)**

- Developed method for sharing videoconference feed from TSBVI to Washington School for the Blind to share with teachers around the state of Washington for professional development purposes. (2008)
- Construction project: Advocate for technical spaces on campus, especially for Outreach (2008-2014)
  - Advocated hiring specialized company to design/install the Outreach Media Studio
  - Advocated designing videoconference and web conference ready meeting spaces
- Outreach Distance Learning Committee and Program development (successful advocacy)

- Advocated converting FTE Admin Assistant to PT Admin Assistant / PT Media Assistant
  - Advocated hiring a PTE transcriber/captioner/metadata assistant. One PT employee allocated.
- Member of TSBVI Distance Learning Committee
  - Advocated increasing media/technical staff for TSBVI:
    - Hiring an FTE Media Specialist for the School (accomplished)
    - Hiring an FTE Digital Archivist/Digital Media Librarian for TSBVI/Outreach (accomplished)
    - Hiring Instructional Designers to assist with online course development (Outreach hired one FTE and Short Term Programs hired another FTE after I left TSBVI)
- Co-founder of National Distance Learning Collaborative for BVI-DB
  - Co-created NDLC group led by TSBVI and Perkins to facilitate distance learning for professionals in the field to discuss and to share activities, efforts, and ideas. <https://www.livebinders.com/play/play?id=1722216>
- Developed the technical aspects of the Outreach webinar program using Adobe Connect and coached presenters on how to use Adobe Connect, videoconferencing systems, and more.
- Developed new distance learning project ideas by talking with Outreach expert consultants, including:
  - Adaptive Math Tools with Susan Osterhaus: [http://www.tsbvi.edu/distance/osterhaus\\_math\\_intro.html](http://www.tsbvi.edu/distance/osterhaus_math_intro.html)
  - Helping People Who Are Deafblind Have More Active Lives with David Wiley: <http://www.tsbvi.edu/distance/helping-people-who-are-deafblind-have-more-active-lives.html>
  - How to Make a Calendar Box: <http://www.tsbvi.edu/distance/how-to-make-a-calendar-box.html>

### **Photographer, Videographer, Multimedia Storyteller: Fall 1997 – Present**

- For select images, please visit: <http://mikebicknell.com/>
- Freelance photojournalist: Location photography (with reporters and solo) to tell the visual side of the story for national publications: *Mothering* (2005, Austin, TX), *Sierra* (2004, Northern Cheyenne Reservation, Montana), *DoubleTake* (2000, various locales in rural Texas, black and white film).
- Newspaper photographer: University of Texas at Austin at *The Daily Texan*: 2005-2006. Published photos/articles with the Heidelberg Herald-Post, Heidelberg, Germany, 1998.
- Cross-cultural event photographer: Weddings (Persian-American in Austin and Italian-American in New Orleans) and other ceremonies (Nigerian-American high school graduation, etc.: 2000-2013).
- Still photographer: Production stills and behind-the-scenes images for Indie movie *The Green Dress* (2005, Austin), web TV series *The Pantsless Detective* (2013, Austin), short film *The Spanish Dancer* (2014, San Antonio).
- Photojournalism graduate school (University of Texas at Austin):
  - Produced multimedia video stories of Austin non-profits: 2006-2007.

- Created audio interviews, still photos, researched, and wrote report of combat veterans for M.A. Report, 2010-2011.
- Videographer, video editor, and DVD author for Society for Personality Assessment Pioneers of Collaborative/Therapeutic Assessment DVD series. (2008, Austin and New Orleans). Cable access TV show: Public Affairs Forum (Video: First Unitarian Universalist Church of Austin, 2003-2005)
- Portrait and Events Photographer (2014-2017):
  - Non-profits: Northwest Association of Blind Athletes (Annual Report, sports team photo: 2016, Vancouver), Portland Storytellers Guild (Photo Booth: 2016, PDX), Northwest Narrative Medicine Collaborative Conference 2016 (events), Portland Film Festival 2016 (events)
  - Promotional: Kickstarter BTS for *Lullaby* film (2016, PDX), singer-songwriters, storytellers, professors, authors, real estate agents.
  - Engagements: Kauai, Hawaii and Vancouver, WA (Photos for web and mailers: 2016).
  - Wedding: Maui, Hawaii. (2017)

## **Various Positions, 1995 – 2007**

### **Texas School for the Blind & Visually Impaired (TSBVI), Austin, TX**

- Substitute, January 1995 - May 1995.
- Residential Instructor, June 1995 - May 1998. Supervisor: Virginia Hemstreet / Shelly Allen (summer 1995), Garner Vogt (Fall 1995 – May 1998).
- Substitute in between and after travel (I lived in Germany, May 1998 - June 1998 and September 1998 - May 1999.)
- Weekends Home Bus Escort and Substitute, 1999 - 2000. Supervisor: Camella Rivers.
- Weekends Home Coordinator, October 2000 – December 2004. Supervisor: Camella Rivers.
- Teaching Assistant, Multiply-impaired/Visually Impaired and Deafblind classroom, January 2005 - July 2005. Supervisor: Pat Stephenson, Assistant Principal.
- Substitute, August 2005-August 2007 (while in grad school).