

■ Mark Riley LeBay

Interactive Media Consultant : mark@iQguys.com | 734.904.2761

Summary

An interactive media professional with 14+ years experience designing and developing interactive systems, simulations, and models on the web and in traditional media applied to training/education, strategic planning, market research, and marketing.

Employment History Summary

■ Madison Area Technical College | Madison, WI

01/2007 - Present. Instructor.

- Course content developer and course instructor: “10-201-181: Introduction to Computer Graphics”.
- Course instructor: “10-201-177: Webpage Design”.
- Course content developer and course instructor: “10-201-181: Web Design Project Management”.

■ iQguys, LLC | Ann Arbor, MI

2004 - Present. Partner and Principal Consultant.

- Project Manager/ Design Consultant to the United States Consortium for Automotive Research (USCAR) web site. New web site design and architecture utilizing a content management system.
- Project Manager/ Design Consultant to the Center for Automotive Research (CAR) web site. New web site design and architecture utilizing a content management system.
- Brand Design Consultant to the University of Michigan Erb Institute: a joint venture of the UM School of Business and School of Natural Resources.
- Brand Design Consultant to the International Simulation and Games Association (ISAGA).
- Simulation Design Consultant to IRI Consultants to Management, Inc.: Mid-level Manager Strategy Training Exercise.

■ Optimization Group / Factotem Consulting | Chelsea, MI

1997 - 2004. Interactive Media Design Consultant

- Interface Design Consultant to Optimization Group: HON Furniture interactive survey tool.
- Presentation Design Consultant to Mine Tech: Rapid development of interactive and animated presentation materials.
- Promotional Media Consultant to Interlink Networks: Illustration and animation of a Flash-based interactive CD-ROM, which served both as an educational tool as well as a marketing vehicle.
- Interface Design Consultant to EMPA: Flash-based, patent pending survey interface delivered online, used to collect National Benchmark Survey data from selected fortune 500 companies.
- Art Direction Consultant for Isiah.com and iGift.com: Directed packaging, print media, and web look and feel for Isiah.com and iGift.com, including Flash promotional media, iGift.com consumer web site brand identity and implementation strategy. 1997 - 98.

■ Washtenaw Community College | Ypsilanti, MI

09/2004 - 06/2005. Instructor.

- Course content developer and course instructor: “GDT-150 Design for the Internet”.
- Course instructor: “GDT 140 Photoshop Graphics”.

■ Spartacus Consulting | Ann Arbor, MI

2001 - 2004. Interface Designer and Information Architect.

- Information architecture, web interface design and development for Neolytica.com: The Dow Chemical Company’s web-based laboratory information management system (LIMS).
- Instructional design and Flash programming for Neolytica.com: educational & marketing software tools built for delivery online and on CD-ROM.

▪ **Simulation Solutions | Pinkney, MI**

1997 - 2001. Simulation Design Consultant.

- Simulation Design Consultant for The Ford Motor Company's "Visteon Automotive Business Immersion Simulation": a five day employee training simulation implemented by Visteon in North America and Europe from 1998 through 2004.
- Simulation Design Consultant for Quantum Solution's executive leadership training simulation. Began use in 1997 by EDS.

▪ **The University of Michigan | Ann Arbor, MI**

1993 - 1997. "Systems Research Programmer".

- Codesign and Flash programming of the Michigan Department of Transportation's web and pager-based traveler notification system. A software tool used by the Michigan Intelligent Transportation Systems (MITS). Center in coordination with the center's traffic monitoring system to pre-notify participating drivers of traffic delays along their route.
- Codesign of the Intelligent Transportation Systems (ITS) Deployment Model. An illustration of this model was displayed in the front lobby of the U.S. Department of Transportation, Washington D.C.
- Codesign of the Road Commission of Oakland County's Systems Integration Model for ITS deployment: an interactive model used as an educational tool for future ITS systems integration efforts throughout the U.S.
- Codesign of the Intelligent Transportation Systems (ITS) Deployment Simulation. A seminar tool used by ITS systems integrator planners and later for education and outreach deployment efforts.
- Codesign of the International Joint Commission on the Great Lakes, Ecosystems Framework Policy Seminar. A highly structured two day exercise organized for the Council of Great Lakes Research Managers to identify priorities and coordinate international research thrusts in the Great Lakes regional basin.

Research Publications

- Frank, Andrea I; Reed, Thomas B; LeBay, Mark; Underwood, Steven (1999): "Fast-Trac System Integration Case Study : Preliminary IV Deliverable #2". University of Michigan. Intelligent Transportation Systems Research Laboratory; Oakland County (Mich.). Road Commission.
- Reed, Thomas B; LeBay, Mark R (1998): "A Model Of Systems Integration To Facilitate ITS Deployment : Fast- Trac. Phase IV : Deliverable". University of Michigan. Intelligent Transportation Systems Research Laboratory; United States. Joint Program Office for Intelligent Transportation Systems.
- Reed, Thomas B; Leutheuser, Lisa; LeBay, Mark R; Underwood, Steven; Duke, Richard D (1996): "The University Of Michigan ITS Deployment Exercise : Summary Report". University of Michigan. Intelligent Transportation Systems Research Laboratory.

Academic Education

▪ **Bachelor of Fine Arts - Industrial Design (Magna Cum Laude), 1993.**

The University of Michigan School of Art and Design, Ann Arbor, MI

- Keifer Award scholarship recipient for excellence in Industrial Design.

Skills

Digital Media: Mac OSX, Windows XP, XML, XHTML, DHTML, CSS, ActionScript, JavaScript, ASP, PHP, Adobe Flash CS3, Adobe Illustrator CS3, Adobe Photoshop CS3, Adobe InDesign CS3, Adobe DreamWeaver CS3, Adobe Bridge CS3, Adobe Framemaker.

Traditional Media: 2-d visualization, 3-d rapid modelling.