ANITA BONESTEEL DICE
33 Harbour rd, Skerries
http://www.anitabonesteel.com
(087) 062-1271 bonesteel.dice@gmail.com

SUMMARY

Visual Effects & 3D	Project management	People management/lecturing
Graphic & GUI design	Computer Based Training	Advertising media production
Instructional design	Technical/copy writing	Website design & development
Multimedia authoring	Marketing & Communications	Video production

KEY ACCOMPLISHMENTS

- Designed & delivered courseware modules for SETU (South East Technological University) and Griffith College.
- Completed a 2-year VFX HND in Ballyfermot, with three-month summer internship at Egg Post Production.
- Developed computer-based training software to qualify NATO military helicopter crewmembers of the AH64-D Apache Longbow helicopter.
- Conceptualized and created multimedia collateral for high profile clients including Coco-Cola, Boeing and Intel.
- Project-managed advertising accounts and developed turn-key solutions for clients like Belfast International Airport, from conceptualization through to end-product delivery.
- Produced rapid Graphical User Interface (GUI) prototyping for Intel's Web TV console and created marketing collateral identity packages, aligned to the company's brand direction.
- Managed Online Web-Based training production for customers of Intel's mission critical enterprise applications, such as Intel's Returns Management system which handles global return of product.
- Leveraged a wide variety of media to strategically manage perception and communicate sensitive key messaging within global Fortune 500 companies:
  - Enabled real-time handling of communications surrounding organizational initiatives such as downsizing and transition, resulting in a more prepared and supported employee base.
  - Drove the content delivery and quality testing of Intel's first ever customized relocation intranet site to support a foreign startup Fab. The website was built as a repeatable, scalable model designed to support future startup plants worldwide and earned a high-level award for site quality. (ESAA)
- Designed course materials and provided performance-based instruction for students of the Multimedia B.A. program at Collins College.
- As Marketing consultant for 'Art On Boston' Gallery & Studios, developed a marketing strategy which enabled the gallery to double its in-studio artist membership and avoid closure.

PROFESSIONAL EXPERIENCE

SETU (South East Technological University) **Lecturer** **2022-2023**

PULSE COLLEGE, Adjunct tutor, Dublin, Ireland **2020-2022**

BONESTEEL DESIGN LTD, 3 D, US and Dublin, Ireland **2015-2022**

INTEL CORPORATION, INC, Human Resources, Chandler, Arizona **2000-2007**

Global Relocation Communications Manager 2005-2007
Utilized communications, project management and multi-media development expertise to create comprehensive, strategic marketing campaigns that supported Intel relocation assignees and 85,000 worldwide employees resulting in improved perception of Intel's World-Wide Relocation Group.

Post Sales Support Worldwide Training & Support Manager 2001-2005
Managed a customer-facing group of 8-10 Technical Support and Training personnel that maintained worldwide mission-critical applications handling global returns management. The team provided cross-geographic Customer Support, Server and Applications management, Training, Communications and PR functions. Designed and implemented a General Training Program following an assessment of organizational training needs that led to worldwide customer buy in, increased efficiency, a reduction in business costs and measurably improved customer satisfaction.

Home Products Group, Prototype/GUI developer 2000-2001
In-house creative resource, providing user-interface design, and video production assistance for Usability testing and producing rapid prototyping.

- Generated conceptual prototypes for the Web Appliance and Set Top Box GUI to allow architects and Marketing flesh out product concept and address usability issues.
- Established and simulated likely user case scenarios for Marketing's interactive educational demos, which conveyed key product concepts to customers like InCable, Prodigious and AOL.

BOEING CORPORATION, Technical Training Systems, Mesa, Arizona **1999-2000**
Computer Based Training developer
Designed and developed Interactive Multimedia Instruction (IMI) lessons for the AH64-D. This computer-based training software is used to qualify NATO military helicopter crewmembers.

- Analyzed, tracked, and managed courseware development milestones.
- Consulted with instructional design teams, flight instructors and the US military to make development processes efficient and to US Army specifications. Managed media production requirements for 2D and 3D graphics, sound, and animations used in lesson objectives. Created the animation, stills and graphic elements used in courseware and promotional video.

Insight CORPORATION, Online Advertising Budget Manager, Phoenix, Arizona **1998-1999**

- Designed, developed and managed online Internet-related co-marketing promotions and ventures with companies like Quest and C-Net.
- Consulted with Insight's e-Marketing Department to improve and maintain a progressive e-commerce website. Developed marketing collateral for web and print such as animated graphics.
- Acted as a single point of contact for Fortune 500 accounts.
- Purchased online advertising and managed accounts, tracking website activity.

Collins College, Multimedia/Graphic Design Instructor, Tempe, Arizona **1999**

Created training objectives, lesson plans, and student evaluation for the Multimedia B.A. program. Provided conceptual theory and performance-based instruction in both classroom and 1:1 training settings.

SHR Advertising Agency, Graphic/Multimedia Designer, Scottsdale, Arizona **1998**

Developed audiovisual and interactive multimedia presentations and advertising for major clients including Coca-Cola and Volkswagen, incorporating perceptual management and focus group analysis.

EDUCATION

HND (Higher National Diploma), Visual Effects, BCFE, Dublin, Ireland
Master of Fine Arts, Concentration in Multimedia, University of Ulster, Belfast, U.K.
Bachelor of Arts in Fine Arts, (Cum Laude) Crawford College, Cork, Ireland
Diploma in Arts and Design, Galway Regional Technical College, Galway, Ireland

AWARDS

Arts Council Award (1994)
Royal Television Award in 2019 for work on the short film 'Robots Need Not Apply'
Selected for the **International Literature Festival's** 'Date with an Agent' (2019)
Runner Up in the Irish Writers Centre's **Novel Fair** (2023)
Selected for the IWC's **National Mentorship Program** (2022-23)