

# PRZEMYSŁAW MOSKAL

## INSTRUCTIONAL DESIGNER

moskalaksom@gmail.com / +41 76 701 00 48

Instructional designer, technologist and educator with experience in corporate and higher education setting. Professional skills in digital content creation for eLearning and educational software.



## PROFESSIONAL SUMMARY

### PROFIL

Experienced instructional designer and educator with over 14 years of experience in higher education and non-profit organizations. Full cycle of educational project development from market and user research, curriculum design to course development and assessment.

### VISION

My vision is to use innovation in the field of digital media for the advancement and accessibility of education worldwide.

### MOTIVATION

I am driven by pursuit of excellence to deliver the best possible educational product, and by technological challenges that elevate my skill and knowledge to overcome the seemingly impossible.

### REFERENCES

Available upon request

### CORE COMPETENCIES

- Instructional design, background in psychology, adult learning theories, gamification, and motivation
- Curriculum design in the field of Digital Media
- Development of face-to-face, hybrid and online courses using Learning Management Systems
- Educational program management, reporting and assessment
- Project lead on technical research projects in the field of user experience, virtual reality, serious games and educational software
- Design Thinking principles and Agile development
- Grant writing and technical writing for research projects
- Event manager for educational and non-profit organizations
- Content design for the Web and Social Media using Content and Learning Management Systems
- Student advisement and mentoring

### ACHIEVEMENTS

- Developed an educational program in game design for Canisius College (2012)
- Developed 14 successful university courses in the field of Digital Media (2005-2019)
- Successfully implemented 8 online and hybrid courses for the Digital Media Arts Program, Canisius College (2017-2019)
- For 2 years taught and managed students remotely
- Co-founder of Buffalo Game Space, a non-profit organization in Buffalo, NY, for artists, programmers, musicians, writers and students interested in developing games (2013-15)
- Led a team of University students to win a serious games competition funded by the Mayor of the City of Buffalo (2015)
- Student Club moderator of the Year, Canisius College (2015)

## PERSONAL

Date of birth: 16.03.1973  
Place: Opole, Poland  
Nationality: Polish-American  
Civil Status: Married  
Children: 2 Daughters  
Swiss permit: B EU/ EFTA  
Work eligibility: U.S., EU, CH

## LANGUAGES

### POLISH

Mother tongue (C2)

### ENGLISH

Native level (C2)

### GERMAN

Beginner Communication (B1)

## SOFTWARE

Microsoft Office 365, Microsoft Teams, Zoom, LMS (Brightspace, Canvas), CMS (WordPress, Drupal), Adobe Suite (Photoshop, Illustrator, Premier, Dreamweaver), Gimp, Inkscape, InVision, Resolve, Camtasia, Figma, Sketch, Miro, and others.

## PROGRAMMING

C#, Javascript, HTML, CSS, XML, jQuery, Python, Lua, React, PHP, MySQL, CLI

## LECTURES

I was privileged to lecture on the topics of digital art and virtual reality at such institutions as Carnegie Mellon University (USA), Academy of Fine Arts in Warsaw (Poland), Brock University (Canada), Maria Curie-Skłodowska University (Poland), Shenzhen University (China), East Stroudsburg University of Pennsylvania (USA), Canisius College (USA), Buffalo Game Space (USA), and others.

## EXPERIENCE SUMMARY

- Over 15 years of experience as instructional designer, educational program coordinator and project manager
- 14 years of experience as an instructor of Digital Media

## EDUCATION

### DOCTOR OF FILM ART

2009 - 2011

#### Lodz Film School, Poland

Specialization:

Digital Media and Cinematography

### MASTER OF PROFESSIONAL STUDIES

2001 - 2003

#### Tisch School of the Arts New York University, USA

Specialization:

User Experience and 3D Visualizations

### BACHELOR OF ART

1992 - 1997

#### St. Joseph's College, USA

Major:

Psychology

Minor:

Business Administration

## PROFESSIONAL EXPERIENCE

### DIGITAL MEDIA CONSULTANT

08.19 – present

#### Laksom, Winterthur, CH

- Consultant for virtual training applications and 3D visualizations
- Website designer and developer
- Instructional technologist for LMS

### INSTRUCTOR OF DIGITAL MEDIA ARTS

08.08 – 08.19

#### Canisius College, Buffalo, NY, USA

- Director of Digital Media Arts program overseeing over 90 students and 6 professors, a 3-year position. Responsibilities included, curriculum alignment and development, online course development, annual program reports, faculty evaluations, assessment, budgeting, hiring, collaboration with marketing and PR dept. and University wide committee engagements
- Project lead for applied research projects in the field of 3D simulations and serious games, educational software, web development and user experience
- Designed and developed 14 courses in the field of Digital Media

## TRAINING

**Instructional Design for eLearning**  
Udemy, 2021

**Design Thinking**  
Interaction Design Foundation,  
2020

**AI Business School (Education)**  
Microsoft Level Up, 2020

**JavaScript and REACT**  
Code Academy, 2019

**Brightspace LMS**  
Canisius College, 2012

**Active Learning**  
Canisius College, 2009

## INTERESTS

I spend free time with my family and engage in outdoor activities, such as sailing, canoeing, climbing, and skiing. One must surrender to the healing powers of nature to lead a productive and fulfilling life.

## CONTACT

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[linkedin.com/in/pjmoskal/](https://www.linkedin.com/in/pjmoskal/)

- Developed e-learning modules and instructional materials that included manuals for software learning, technical processes, 2D and 3D graphics and real-time 3D visualizations
- Collaborated with SME from the fields of physics, chemistry, biology, communications studies, art, architecture and history on over 16 research projects

## INSTRUCTOR OF MULTIMEDIA DEVELOPMENT

08.05 – 06.08

**East Stroudsburg University, PA, USA**

- Instructor of a multimedia course at the Dept. of Media, Technology and Communication

## 3D VISUALIZATION SPECIALIST

01.06 – 08.08

**3D Image Studio, East Stroudsburg, PA, USA**

- Lead interaction designer for 3D visualization projects (3D modeling, animation and real-time simulation) for architectural and cultural organizations
- Full cycle project management from initial contact with a client to project testing and delivery
- Worked as a subcontractor on larger projects

## EVENT MANAGER

01.03 – 01.06

**New York Dance & Arts Innovations, NY, USA**

- Managed annually over 60 artistic events in the New York City metropolitan area
- Responsible for budgeting, artist agreements, artist fees, venue booking, grant writing, seeking sponsorship, marketing of events, PR and artist visa arrangement
- Writer for Magazine.Art, a quarterly publication of the organization

## INTERACTION DESIGNER AND WEB DEVELOPER

01.98 – 01.06

**Freelancer, NY, USA**

- Web designer and developer specializing in non-profit organizations
- Maintained several websites with regular content updates and technology upgrades