E-LEARNING PROFESSIONAL

Jason Ruffell

PgDip, Ba(Hons), Dip.RSA, AFHEA

eLearning Professional / Designer
Photographer / Videographer

Contents

I am an eLearning professional and designer with over 12 years' experience in developing materials for fully online, blended and classroom environments. I have used a wide range of technology to support these activities making sure that they sustainable, scalable and inclusive.

I have worked in Further Education and Higher Education which has given me a broad understanding of the student journey from A Level through to PhD, understanding the issues each type of learner faces and the value of both vocational and academic routes. This experience has been gained at a local FE college, The Sheffield College and in both Russell Group and post 92 universities, Durham University and Sheffield Hallam University. I am passionate about making resources accessible to all users, using universal design principles, Blackboard Ally and the SCULPT principles (developed by Worcestershire County Council) to meet all needs.

As a qualified HE teacher, undertaking associate lecturing work, I am able to see the needs of both the learner and the academic staff when designing resources. This allows me to design appropriate materials matching the skill sets of users and the technology available to them to meet the desired learning outcomes.

Hands on experience in marketing and design allows me to bring a wide range of transferable skills to online learning, including design, video production, audio and photographic skills to a professional standard, which enhances the learning experience.

I am an experienced manager, being able to bring the best in people, helping them to see their potential and develop their careers, building their skill set that helps enable them to be more effective, productive and happier in their role. This approach benefits the organisation, with a well-engaged and fulfilled workforce.

Experience

Assistant Learning Technologist
University of Leeds

Responsible for developing content and resources for face-to-face and blended learning and delivering training to up-skill academic staff to enhance their pedagogical approaches. Creating video and 3d Models via photogrammetry.

Digital Learning Developer
Durham University

Responsible for designing and building learning resources to support the academic activity across 7 departments within the faculty of Arts and Humanities. This required me to work with a diverse range of stakeholders who had different objectives and needs.

Technology Enhanced Learning Adviser
Sheffield Hallam University

Leading and managing three learning technologists to support staff at Sheffield Business School in developing face-to-face and online courses to meet the business needs of the organisation.

eLearning Developer/Web Developer
The Sheffield College

Building online courses including GCSE/A Level English, GCSE Maths, Human Trafficking Uncovered and a range of foundation degrees.

Senior Designer/Web Designer
The Sheffield College

Developing print and digital resources to promote the College. Maintaining and developing the College brand, ensuring all materials produced adhered to these guidelines.

Production Manager
Motor Trade Publications

Responsible for the production and distribution of a motor trade magazine circulated throughout Scotland and the North of England.

Marketing Assistant
Sheffield Theatres Trust (Crucible and Lyceum)

Specialist Visiting Lecturer
Sheffield Hallam University

Planning and delivering sessions on marketing production techniques, focussing on the Adobe Creative Suite.
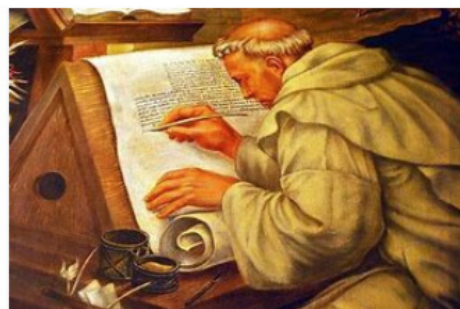
Associate Lecturer
Sheffield Hallam University

Teaching on three modules within the Organisational Behaviour and Human Resource Management subject group at levels 4, 5 and 6 to embed, scaffold, and develop employability skills.

Lecturer - part-time
The Sheffield College

Welcome to unit two of this module.

The Primary and secondary reading can be found in the read read the primary reading before working your way through t

There is supplementary reading in each of the units, which ca cannot be found online in the library have been added as PD

Essential Primary Source Reading for Unit 2
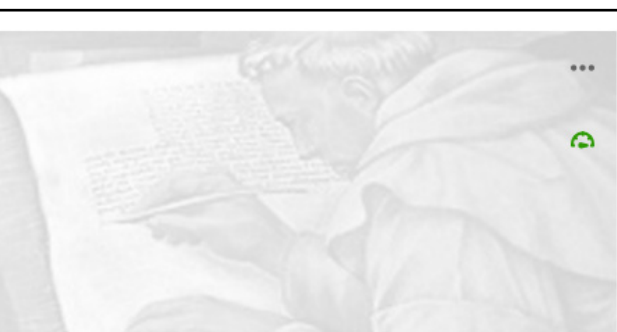If the links below do not work please see the reading list on t

1. Bonaventure: Commentary on the Sentences: Philoso

Freelance Photographer / Designer

Taking briefs from clients from concept through to completion, using a wide range of media, video, photography, print and web design.

Work has been undertaken for Food Works, Rainbow Laces, IOD PARC and Thridwave.

I am currently working closely with The General Cemetery Trust in Sheffield to develop interpretation boards to facilitate their education provision around those buried within the cemetery.

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ing list attached to this module. We recommend you he units which can be downloaded below.

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Career Highlights

Development of an online/distance learning MA in Catholic Theology at Durham University, which required liaising with a diverse range of academics who had prior commitments, such as a secondment to the Vatican, requiring negotiation skills in securing their time to complete this project on time.

Within the Business School at Sheffield Hallam University I managed the highly regarded Technology Enhanced Learning team, supporting staff in using technology in the classroom and getting the most out the Virtual Learning Environment (VLE). In the first year of running the team I increased staff interaction with the service by 50% (1009 to 1496 inquiries) and had a continual increase in subsequent years as academic staff came to trust our advice.

Building fully online modules for a Higher Degree Apprenticeship programme in Leadership and Management. The client required online modules to reduce their costs and the time their staff spent away from the office. Modules developed included:

- Reflective Skills for Professional Performance
- Retail Marketing and Brand Management
- Finance for Business Performance
- Managing People Performance

Working in conjunction with the police to interview victims of human trafficking to build up a series of case studies to highlight this crime. These case studies were used in a course to educate frontline services, police, ambulance, prison service and border force, to look for the signs of trafficking and then how to report it if they had suspicions.

Taking 45 students on a ten day cultural visit to Botswana as an exchange programme with out partner organisation, Botswana Accountancy College. This gave students, who many never of had the opportunity to experience different cultures and learn about Botswana's journey from British Bechuanaland Protectorate to independent country.

Teaching on three modules within the Organisation Business Human Resource Management subject group to give students the opportunity to have an authentic assessment opportunity which built additional skills that would be applicable in their future careers.

A full statement about my career and achievements can be viewed here.

Qualifications

Creative

BA (Hons): 3D Design specialising in Metalwork & Jewellery

- Silversmithing
- Jewellery design
- Business studies
- Crafts and ethnicity

Foundation: Art & Design

- 2D design
- 3D design
- Photography
- Animation
- Video
- Life drawing
- Fine art
- Textiles
- Art history
- Cinema

Management

PgDip: Cultural Policy & Management

- Professional skills in practice
- Research methods and policy analysis
- Cultural policy and strategy
- Management of cultural organisations.

NVQ4: Management

- Develop and implement operational plans for your area of responsibility
- Encourage innovation in your area of responsibility
- Develop productive working relationships with colleagues and stakeholders
- Ensure health and safety requirements are met in your area of responsibility
- Manage business processes
- Promote equality of opportunity and diversity in your area of responsibility
- Manage a project
- Manage the environmental impact of your work

General

GCSEs

Art (A)
Maths (A)
Geography (B)
Physics (B)
Chemistry (C)
English Literature (C)
English Language (C)
French (D)

A Levels

Art (A)
Geography (A)
Film Studies (A)

AS Levels

Archaeology (A)
Sociology (A)

Teaching

University Professional Certificate: Introduction to Teaching in HE - Distinction (AFHEA)
Accredited by the Higher Education Authority

PTTLs: Preparing to Teach in the Life-long Learning Sector

- Roles, responsibilities and relationships in lifelong learning
- Understanding inclusive learning and teaching
- Using inclusive learning and teaching approaches in lifelong learning
- Principles of assessment in lifelong learning

Short Training Courses

- Fundamentals of Online Course Development (Blackboard)
- Digital Marketing
- Understanding social networking
- Illustrator introduction/advanced
- InDesign advanced
- Bookbinding
- MOS Excel
- Press photography
- Child protection/Safeguarding
- Recruitment and selection
- Handling difficult customers
- Crisis management
- TPI - Investment in Excellence
- Understanding the middle management role
- Disclosure of disability act (DDA)
- Writing for the web
- Manual handling and step ladder training

Examples

Video work

These '**Meet our Staff**' videos were produced to showcase research academics were working on, to help promote their courses

Filmed on a Fuji XT3 and XT5, colour graded and edited in Adobe Premiere, audio enhanced in Adobe Audition and additional graphics produced in Adobe AfterEffects.

Content was also produced to showcase the use of technology within the learning environment.

Click on each video to view.

Photogrammetry

3d models made up of 66 separate images using Adobe Substance Sampler to create an interactive object users can explore. The model is available to view online.

Print

I have worked on a wide range of products for print, including books, stitched and perfect bound, brochures and leaflets, for short runs and up to 100,000 copies. Graphics for walls, four panel stands, pull-up banners and promotional items have also been produced. Products have been sourced to be as environmentally sustainable as possible utilising recycled and FSC accredited stock and minimising plastic waste with alternatives.

Photography

I have covered a wide range of events throughout the UK and across the world, including London Fashion Week and my work has been featured in local and national press.

All photography throughout this brochure has been produced using Canon and Fuji cameras.

- Canon 1DX and 1DX II
- Fuji XT2, XT3 and XT5

Creativity / eLearning software

Virtual Learning Environments and Assessment

Blackboard	Assessment/Blogs/Tests
PebblePad	Portfolios / Workbooks
Turnitin	

Video Conferencing

Zoom

Collaborate

MS Teams

Collaboration

Google Docs	Docs / Sheets / Slides / Draw / Forms
Office 365	Word / Excel / PowerPoint / Forms
Miro	
Padlet	
MS Teams	

Creative

Photoshop	InDesign
Illustrator	3d Substance Sampler
Capture One	Marzipano

Video

Premiere	Audition
AfterEffects	Camtasia
Panopto	ScreenPal
YouTube	Vimeo

Web Development

WordPress

Dreamweaver

HTML5 / CSS3 / JQuery

Other

LinkedIn Learning

Qualtrics

Personal Projects

In my spare time I am a keen photographer and since 2008 have been documenting the rise of Roller Derby in the United Kingdom. This has included covering the first Roller Derby World Cup held in 2011 in Toronto, Canada, for Blood and Thunder magazine, the European championships in 2012, held in Berlin, the first men's World Cup in Birmingham, England in 2013, and the subsequent women's World Cups in Dallas, Texas, 2014 and Manchester, 2018, for the England squad.
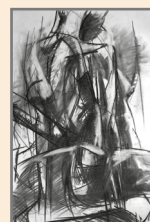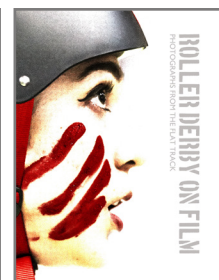
I was the co-editor of Inside Line magazine (UK) and a regular contributor to both Blood and Thunder (issues 16-24, front cover issue 22) and Five on Five (issues 19-23) magazines in the United States. I also supply articles to Lead Jammer (UK) and Deadly Kiss (France). My work has also been used in Ellen Parnavelas' books, Flat Track Fashion, The Roller Derby Look Book (A&C Black) and The Roller Derby Athlete (Bloomsbury).

I have self-published three editions of my photographs and had work featured in both national and regional press.

You can find more about the sport on the website and see photos from the latest games on the Facebook page.

I publish a regular 'zine' (in print), '**Photographing Places**' as an antithesis to social media and hyper-reality. All digital editions can be downloaded from my website.

I also undertake experimental image making using 35mm, medium format , 4" x 5" film and the cyanotype process to create unique images, combined with drawing, to have full control over the creative process.

References

Kate Nicholson

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University of Leeds

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Michelle Blackburn

Principal Lecturer,
Organisational Behaviour/Human Resource Management Subject Group
Sheffield Hallam University

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Mary Hampshire

Associate Lecturer, Public Relations
Department of Media, Arts and Communication
Sheffield Hallam University

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Contact

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