

**JOYCE B. HAKANSSON**  
252 Clyde Drive  
Walnut Creek, CA 94598  
(925) 933-5543  
joyce@hakansson.com

## SUMMARY OF QUALIFICATIONS

---

- Over 25 years as an active participant in computer education
- Innovator in creating interactive learning software and environments for children and adults.
- Recognized by the educational community as a developer of exceptional, innovative learning tools
- Skilled at building and managing productive inter-disciplinary teams

## PROFESSIONAL EXPERIENCE

---

- 2001-Present      SRI INTERNATIONAL  
**Consultant**
- Assist Center for Technology in Learning and Center for Education and Human Services at S.R.I. with advancing the use of hand held computers for children with disabilities.
- SCHWAB LEARNING FOUNDATION  
**Consultant**
- Work with Schwab Learning Foundation on design and revision of SparkTop, a web site designed to meet the needs of children with learning disabilities.
- 2001-2003      CENTER FOR ACCESSIBLE SPECIAL TECHNOLOGY  
**Creative Director**
- Worked with CAST teams to upgrade the production quality of CAST prototypes and products.
- 1999-2001      ALLIANCE FOR TECHNOLOGY ACCESS, San Rafael, CA  
**Executive Director**
- Increased budget through grants and donations from \$500,000 to \$1,000,000.
- 1994 – 1997      THEATRIX INTERACTIVE, INC., Emeryville, CA  
**Founder/Creative Director/Executive Vice President**
- Hired a business partner and together raised \$22 M in investments and grants
  - Managed a staff of 70+ employees and consultants and an annual budget of more than \$5 M.
  - Conceived, produced, and managed the development of all Theatrix products.
  - Member of executive staff managing Theatrix's transition from contract developer to software publisher.
  - The ten products created under the Theatrix name won more than forty major software awards in three years.
- 1982 – 1994      BERKERLY LEARNING TECHNOLOGIES, INC., Berkeley, CA  
*(formerly, Joyce Hakansson Associates, Inc.)*  
**Founder/President/Creative Director**
- Managed the development of more than 50 educational computer software products for children. Many of these were recognized nationally through industry awards and/or recommended on software lists for educators and parents.

- Conceived, produced and installed interactive video/computer exhibits for the Hubert Humphrey Forum, University of Minnesota, received enthusiastically by local school groups and the public.
- Designed and developed hand-held learning aids for children through Texas Instruments Consumer Group, Blue Box Inc., Sega Toys, and Tiger Electronics. These products won numerous honors, including “Favorite Toys for Young Children” by Sesame Street Magazine.

1982 – 1984

SAN FRANCISCO STATE UNIVERSITY, San Francisco, CA

**Adjunct Professor of Engineering**

- Assisted in the development of an inter-disciplinary workshop for wheelchair design. Co-taught with fellow wheelchair rider Ralf Hotchkiss, MacArthur Foundation winner.

1979 - 1982

CHILDREN’S TELEVISION WORKSHOP (CTW), New York, NY

**Director of Computer Production**

- Designed and developed a completely unique facility – a 5,700 sq. ft. computer gallery with 56 microcomputers running 60 original networked programs for young children and their families.
- Started the CTW computer software division, producer of exemplary interactive learning materials.

1975 – 1979

LAWRENCE HALL OF SCIENCE, Berkeley, CA

**Director of Computer Education Project**

- Wrote curriculum, taught classes and managed the staff for classes and hands-on computer workshops for over 40,000 students and adults per year.
- Developed the Apple Computer Van, the first ever mobile computer classroom that toured Northern California, including libraries, classrooms and Native American communities.

**Teacher, Computer Education Project**

- Developed curriculum and taught innovative computer and mathematics classes for children, such as “Math for Girls” and “Math for Fun.”

EDUCATION

---

B.A., University of California, Los Angeles

- Additional coursework in Mathematics and Computer Science, University of California, Berkeley
- California Secondary Teaching Credential

## PUBLIC SPEAKING

---

Keynote Address:

Association for Australian Computer Education, Sydney, Australia,  
September 1984

Invited Presentations:

InterTainment '93, The Conference on Interactive Entertainment  
Conference on Computers in Teaching and Learning, U.S. Dept. of  
Education  
National Education Association  
Conference on Video Games, Harvard University  
Marketing to Kids via Interactive Media Conference, International Quality &  
Productive Center, 1996

Invited Lectures:

Stanford University  
UCLA  
Columbia University  
University of California, Berkeley

## PROFESSIONAL ACTIVITIES

---

Secretary of National Board of Directors, Alliance for Technology Access  
Office of Technology Assessment, Member of panels and Advisory Boards  
Member of Advisory Panel, Applications of Advanced Technologies Program,  
National Science Foundation  
Round Table Participant, Early Childhood Education Forum, Springhill  
Conference Center  
Testimony before Joint Congressional Committees on Technology and Education

## PUBLICATIONS

---

- Joyce Hakansson, "Are Computers the Answer?," in *JC Penny Forum*, Fall/Winter,  
1980.
- Joyce Hakansson, "How Children Learn from Electronic Sources," in *The Future of  
Electronic Learning*, Mary Alice White (ed.) Lawrence Erlbaum Associates, Inc.,  
1983.
- Joyce Hakansson, "Lessons Learned from Kids: One Developer's Point of View,"  
in *Human Computer Interface Design*, Brenda Laurel (ed.), Addison-Wesley  
Publishing Company, 1990.
- Joyce Hakansson, "The Best of Times/The Worst of Times – History and Hubert  
Humphry," *Exhibit Builder*, 8.4, May-June 1991, pp. 36-42.
- Joyce Hakansson, Foreward, "That's Edutainment! A Parent's Guide to  
Educational Software," Eric Brown (author), Osborne McGraw-Hill, 1995.

MOST INNOVATIVE EDUCATIONAL COMPUTER SOFTWARE

---

*PlayFootball*, NFL Kids Web Site, 1997

*Hollywood High*, Theatrix 1996

*Math Heads*, Theatrix 1996

*Big Science Comics*, Theatrix 1996

*Hollywood*, Theatrix 1996

*Juilliard Music Adventure*, Theatrix 1996

*The Cruncher*, published by Davidson and Associates, 1993

*Bailey's Book House*, published by Edmark, 1993

*Millie's Math Home*, published by Edmark, 1992