

## Summary

Accomplished over ten years of information design and development in the communications industry with specific experience in information architecture, user interface design, user information modeling, web site creation, API documentation, technical publications writing, and publishing:

- Technically literate in web applications, web administration, and metric analysis
- Specialize in information models, site architecture, user profiles, user experience, and task-oriented procedures
- Demonstrated leadership, organizational, and process development skills
- Solid communication skills
- Experience with all phases of information development and content creation

## Technical Skills

### Content Creation and Management

- Information models, site architecture, user profiles, user experience
- Text, diagrams, graphics, pictures, audio files, screen animations
- Keyword phrases, organic SEO rankings, web metrics
- Content management systems, information management

### Software Applications

- WordPress web publishing platform
- Author IT content management system
- Adobe products: Photoshop, Illustrator, Audition, FrameMaker, Acrobat, InDesign
- Microsoft Visio and other popular Microsoft applications

### Web Technologies

- Proficient with HTML, XML, and CSS
- PHP scripting (through WordPress themes and API documentation)

### Communication Protocols

- ISUP, SS7, SIP, H323
- Ethernet, ATM, IP
- SONET/SDH

## Experience

### Founder and Publisher

Healdsburg, California

May 2008 – present

### Web Site Creator, Content Creator, Blogger

HealdsburgMagazine.com, HealdsburgMap.com

- Founder, creator, and publisher of HealdsburgMagazine.com. Used WordPress web publishing platform and other free software to create the site.
- Determine content, content strategy, revenue structures, and opportunities.
- Promote community and local businesses through traditional and new media.

### Dilithium

Petaluma, California

Mar 2007 – May 2008

### Information Architect and Web User Interface Designer

DTG 3000 Multimedia Gateway

- Created an information model for the DTG 3000 media gateway. Used Microsoft Visio to design the user experience and layout for web user interface. Collaborated with engineering, system experts, the system architect, and SVT to approve the design
- Designed the customer information suite for the DTG 3000 media gateway and the Dilithium ViVAS solution
- Architected the customer information suite for the DTG 3000 media gateway using the Author IT content management system and created the CLI reference guide

### **Product Usability, User Experience, and Graphics**

- Initiated a redesign of Ethernet services in the TransNav graphical user interface. Worked with the Ethernet development team, PLM, and customer support to create and propose new user interface screens. Used Microsoft Visio to create mockups. Received company-wide recognition for my efforts
- Updated and maintained graphics for the graphical user interface for Turin and partner companies
- Created all graphics used in my customer information deliverables

### **Leadership, Organization, and Process**

- Demonstrated project management and organizational skills by identifying tasks and requesting resources for major projects
- Responsible for creating and delivering 3500 pages of content for the Turin Traverse platform.
- Responsible for preparing and delivering 18 000 pages of documentation for the Passport 7K switch. This position involved coordinating writing activities and writers and tracking status throughout the development cycle.
- Contributor in a team that developed a release process to publish consecutive release information concurrently (GA of one release with beta version of the next). Used the same concepts to re-brand and re-publish the documentation suite of one company for three other companies.
- Initiated a project to train writers to research and verify information using the product itself. Subsequently, lead a four-member, multi-site team to create and implement a training program.

### **Technical Publications**

- Primary contributor to the development of the customer information for the following communications products: Turin Traverse optical transport platform, Calix C7 access platform, Nortel Passport 7K switch, Nortel DMS-100 switch
- Designed information suites based on audience and task analysis
- Developed technically-accurate content by using the products and interviewing colleagues (PLM, engineers, SVT, customer support) for intended behavior
- Used simplified English writing rules to simplify complex information and to ensure easy translation into other languages
- Designed and published content in a variety of formats for multiple distribution channels (soft copy, hard copy, online help)

## **Education**

### **Bachelor of Arts: High Honors in Political Science (1989 to 1996)**

Carleton University, Ottawa, Ontario, Canada

**Thesis topic:** Canadian Telecommunications Policy: The Future Role of the Regulator in a New Competitive Environment

### **Certificat des Etudes en Français (1991 to 1993)**

Université de Nancy II, Nancy, France

## **Interests and Activities**

- Snowboarding, kayaking, in-line skating
- Creative non-fiction writing
- Discovering new music for my music collection