

Lin Laurie

Senior Technical Writer, Instructional Designer, Content Strategist, and Learning and Development Program Manager seeking challenging technical projects to contribute to your documentation, communication, or learning needs.

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- Superior contributor, expert in requirements gathering, business and needs analysis, training, documentation, usability and user experience, collateral media and web-based materials, and all phases of software and project development across multiple industries and audience levels
- Proven skillful communicator, leader, team coordinator, and process-focused content creator
- Recognized expert in online help development and instructional design using Adobe tools
- Experienced in managing BU, national, and global learning and development programs and initiatives
- Demonstrated interaction skills with all audience levels from end-users, software engineers, developers, through leadership. Also worked with mixed stakeholder audiences at large and small corporations locally, remotely, and on a national, and international basis
- Knowledgeable in adult learning theory, training administration, delivery, ITIL, DevOps, and the implementation of industry best practices for effective learning solutions and documentation
- History of successful delivery of end-user through developer-level technical training on a wide variety of topics. Created own rapid-development process to create accurate and timely materials with lower need for SME input and reviews
- Former software developer specializing in custom financial applications, KPIs, and other metrics to help businesses fine-tune their operations

Industry Experience and Tools

Software Tools

- Adobe Captivate*
- Adobe Creative Suite
- Adobe FrameMaker
- Adobe Photoshop
- Adobe Premier
- Adobe RoboHelp*
- Google Platform and Suites
- MailChimp

Web Authoring

- Infusionsoft
- HTML/CSS and Single-source
- WordPress

Content Management

- Confluence
- GitHub
- Perforce
- SourceSafe

Other Tools/Knowledge

- Git/GitHub
- JIRA
- Learning Portal Management
- LMS – Plateau and Eclipse
- Markup
- MS Office and Project
- Salesforce
- ServiceNow
- SharePoint Designer
- Slack, StackEdit
- Visual Studio/VSTS
- WebEx and Zoom

Process Methodologies

- A/B Testing
- Agile/Scrum & Waterfall
- Business Process Improvement
- Inbound Marketing
- SEO

Industry Experience

- Accounting applications
- Anti-Harassment Training - Legal
- Cloud Infrastructure
- Dev Ops Automation and Agility
- ITIL & SDLC process knowledge
- Infrastructure Provisioning
- IaaS, PaaS, and SaaS
- Software (web, publishing, retail)
- Technical Training
- Web-based Publishing

Technical Writing Experience

- Collateral Marketing Materials
- Migration, roll-outs, upgrades
- Handouts and job aides
- SDK and API Documentation
- Standards and Style Guides
- User Acceptance Training

Programming Languages (reading)

- API work for JavaScript, JSON
- C, C++
- VMWare and Hyper-V
- Visio and SQL Interactivity
- Wiki and Markup
- XML and HTML

Deliverables

- Content: interactive & entertain
- Functional Specs & Doc Plans
- Job Aids, Quick Reference Cards
- KPIs and Other Metrics
- Multimedia and e-learning
- Needs Analysis
- Training and Project Plans
- Video production
- Web-based Training & Content

* Certified trainer/partner

Education and Training

University of Washington, Seattle, WA

M. Ed Educational Technology

UW Writing Hub, Seattle, WA

UX Writing – 8/2020

Recent Completed Classes:

- AWS Architecture 7/19
- API Documentation for Writers 7/19
- Adobe 2020 – Updated for RoboHelp and Captivate training for new products 5/20
- Git and Git Hub 2/19

- Social Media Marketing Certificate – Hubspot 2019

University of La Verne, La Verne, CA

A.A. Business Administration

B.A. English Literature

PMI PMP – 8-week pre-test courses but did not take the PMP test

Tony Robins/Chloe Madanes – Breakthrough Coaching 2013

Landmark Worldwide - Programs in Leadership 2010-2019

Certificates (9)

- Business Process Improvement
- Distance Education
- Forensic Science
- Mystery/Suspense Writing
- Project Management
- Screenwriting
- Social Media Marketing
- Technical Writing and Editing
- Web Design and Development

Featured Skills and Experience

- 20+ years technical writing
- 14+ years instructional design and training
- 10+ years financial software development and implementation experience
- Event/Conference Management Experience
- Business Process Improvement
- Project management experience with large doc and training deliverables
- Consulting on training and online help solutions
- Experienced trainer on Office and Adobe products
- High quality interactive web course development
- Successful web developer
- Powerful analytic skills
- Expert requirements gatherer
- Experienced API and SDK writer
- Experienced multimedia content and systems creator
- Experience managing digital, graphic developers, and other creatives to produce high quality videos, e-learning, and other high-end learning and marketing content
- Entering and managing courses in an LMS and in Learning Portal

Professional Experience

University of Washington (Permanent Part-Time)

6/2020 – 9/2020

Teach a virtual 10-week course called Technical Writing: Production Techniques and Technologies in their 3-course Technical Writing certificate program. Students learn various tools, technologies, and workflows to create well-designed and written technical documentation. They are required to create two Capstone projects during this quarter and to add them to their two other Capstone projects to an online Portfolio and Resume web site that is also produced using WordPress during the course.

Freelance Consultant: Program Manager, Technical Writing, Training, and Instructional Design (Self-employed)

5/2003-current

Operating my own company either on a full or part-time basis depending on other contract commitments. I've been an Adobe Technical Training Partner since 2004 (previously certified trainer by previous RoboHelp owners since 1995) and have provided a variety of Captivate courses and as well as other training delivery using Captivate, Lessonly, and other authoring tools, as well as PPT.

- Developing a program for technical writers who want to become programmer writers.
- Worked with Microsoft (MSDN) to write and edit articles on disaster recovery, security, single sign-on, and other technical topics. Worked with MS SMEs and other writers on the project. Was subcontracted through Steyer.
- Continue providing ongoing support to a Google external vendor to first create an internal web site to allow customers to book appointments at Kirkland and Fremont hair salons. Later had to export the site to an external Google page, create external calendars, and onboard customers to an external payment system (Square). Continue to troubleshoot issues and maintain the site, update the site as new locations are added, and provide other services as needed.
- Completed anti-harassment training and pay equity training for a Seattle-based law firm. Turned client-solution content into products to be resold to new or existing clients. Developed a call-to-action video to accompany new product on web site.
- Created and delivered training courses for a technical communicator and developer audience. Taught the following courses to the Navy, SDGE, and several other clients.
- Worked with Microsoft to develop the Microsoft Services Delivery Methodology Library, which was a portal for vendors to obtain guidance, templates, a Project Management Method (Microsoft-focused) that aligned with the Project Management Body of Knowledge (PMBOK). It contained templates, a framework for proposing the development of solutions for outside vendors to use in proposing partnerships.
- Wrote a book called MailChimp 101 and occasionally provide online training sessions to users that include an introduction to email marketing and how to use basic tools to create marketing campaigns.

Most courses are Adobe Captivate or PPT courses

- Adobe RoboHelp (Beginners and Advanced Courses) plus several courses on pain-points
 - Introduction to Project Management
 - Business Process Improvement
 - Disaster Recovery Plans
 - Document Information Mapping
 - Introduction to Snagit 2019
 - Introduction to Technical Writing
 - Introduction to Word, Outlook, and Excel
 - Online Marketing with MailChimp
- On an earlier project, managed the development of 100+ interactive courses for a Navy communications project that involved intricate interactivity, graphic development, video clips from senior leaders, and many moving parts. Developed tracking tools, was responsible for scheduling, quality control, check in/out of source, version management, and worked with SMEs to get project completed. Provided instructional design support and assistance when needed, assisted in post and production review, occasionally provided video editing aid, and had final approval before final products were delivered to the Navy.

Omron Microscan(Contracting)

12/2019-6/2020

Senior Technical Writer

- Provided additional technical writing support to company's one full-time writer to help company release new products. They recently purchased another company and needed to convert documents to their formatting, change from Japanese to US English, and to work with engineers on two continents to verify that the technical contents are correct for new releases.
- Used FrameMaker to format documents.
- Wrote Quick Start and Operations Manuals for new products. Expected this to be a very short-term contract (2 mos), but they kept renewing and adding additional responsibilities.

PushPay Redmond (Contracting)

12/2018-11/2019

Senior Technical Writer

- Worked with a local SAAS company on a Google platform to create a revamp of their web-based implementation and onboarding knowledge base topics as part of a migration into Salesforce.
- Responsible for rewrite of customer-facing and administrator implementation components so they appeared to have one voice, consistent style formatting, and more thorough and accurate technical content.
- Used the Google platform for development of all work.
- Created short workflows to solve the challenges confronted to integrate work with a Windows-based HTML-sourced product.

Amazon Consumer Talent Acquisition Seattle (Contracting)

12/2016-3/2017

Program Manager and Instructional Designer for Recruiter Academy Program

Recruiter Academy was a 26-week program that taught 18 students the Event Recruiting Process Model as used at Amazon to hire for three technical roles. Focus on meeting needs of current program and to productize the entire program for Global release, which I succeeded in doing.

Accomplishments:

- Developed a syllabus for a 26-week technical Recruiter Training Program's event-recruiting process.
- Created over 20 courses (Word, PPTs, Job Aids, and supporting materials) in 3+ mos.
- Authored Wiki and SharePoint infrastructure to deliver courses, and set up separate published from review and student sandbox courses.
- Created materials and taught an Introduction to SharePoint 2010 class to students.
- Managed the addition of courses not originally identified as needed to make sure they were scheduled for development and added to training schedule.
- Provided just-in-time training materials for 26-week program that had students in the seats 4 weeks after I started.
- Collaborated with the trainer to improve classroom experience using trending strategies in adult learning.
- Updated scheduled, and set up student schedules for the trainer
- Worked closely with SME and developed more than 25 courses and delivered training materials. Spent one of the first three weeks observing a recruiting event in the field. Was successful in dropping training literally on time using a WebEx recording process that helped with the accuracy of my completed materials as well as providing screenshots to tools I didn't have the ability to access.

Intuit Inc., San Diego CA (Contracting)

Senior Technical Writer and Special Projects for Leadership

6/2014- 3/2016

Product Infrastructure Data Services – ServiceNow SaaS to an end-to-end internal IaaS

- Managed documentation and training needs for software engineer audience to support the product infrastructure team's customized ServiceNow hosting demand management, asset management, and change management applications. Managed UAT, training and product roll out, updated SharePoint, managed all communication for projects, and more. Provided Visio diagrams of ServiceNow workflows for ticket and other processing. Responsible for managing cloud-based internal IaaS initiative shift for development team in conjunction with ServiceNow implementation.
- Worked with senior leadership on reports and other materials in support of infrastructure purchases and management. Supported key initiatives, communicate with stakeholders, and broadcast key events upon request by senior management.
- Collaborated with various project managers to deliver documentation, assist in project task tracking using JIRA, aid in developing requirements, etc.
- Wrote engaging monthly metrics bulletins for all of Product Infrastructure and won an achievement award for making them entertaining.
- Managed several team SharePoints, wikis, and other documentation sites for our teams, responsible for cloud migration and other tasks.

Training Projects

- Created and led ServiceNow report training for hosting demand management application to over 100 software developers.
- Provided training to support management for team development check-in initiative to align with change management requirements.
- Responsible for all written and most webinar-based training for developers who were transitioning from QuickBase to ServiceNow Hosting Demand IaaS system.

ServiceNow Asset Management

- Responsible for process improvement, documentation, and training for Asset Management.

TurboTax Infrastructure Project

- Wrote provisioning documentation so developers could provision 15,000 new servers for a TurboTax infrastructure isolation project. Also worked on second phase of project where we moved secondary systems to Amazon Web Services (AWS). Worked in a war room environment, updated documents daily with latest learnings, and published nightly to India so project was transitioned between continents and worked on a 24/7 basis.
- Created Ops check lists and other material to make routine job tasks easier to track
- Developed onboarding materials initially for use to fast onboard contracts for this project but turned that into onboarding all software developers in larger infrastructure group to give them day one ability to access tools and technology to hit the ground running.

Genoptix Corporation (Owned by Novartis) Carlsbad CA (Contracting)

Instructional Design, Technical Writing, and Special Projects

3/2011- 6/2014

Hired to develop documentation for five software systems that had been customized as part of a purchase of Genoptix by Novartis Corporation. The sale wouldn't be final until auditors signed off on the documentation. Succeeded in having signoff done in 3 years instead of the 5 years that were expected. They were delighted.

Training

Created lab coding training material to help with CPD coding for new hires and co-led class to train new hires.

Business Process Improvement

Led process improvement meetings, and collected, and created process diagrams for current and future states for Revenue, Finance, Billing, and Collection departments leading to streamlined billing processes for monetary and time-saving improvements.

Documentation

- Reported to VP of Revenue. Worked on special projects by request with other leadership. Worked closely with Director of Accounts Receivable to capture processes and document procedures for staff training using WebEx.
- Created a RoboHelp documentation system and documentation repository for customized and integrated Medical Billing, Cash Posting, Collections, and Managed Care software systems to help the company pass a rigorous post-acquisition financial audit in 2 years instead of expected 5.
- Linked the documentation system to auto-update documents automatically so new system required minimal updating.
- Integrated Salesforce CRM into application to assist Billing team in locating specific doctor contact details from help system.

Intuit, Contracting, San Diego, CA (Contracting)

Instructional Designer and Learning and Development Program Manager

2008 –2010

Program Management

- Responsible for a multi-million-dollar learning and development budget. Created and signed off on POs to purchase courses, meals, and other materials needed to create a great internal customer experience for developer education.
- Established a program to train and transform all desktop programmers in India, US, and Canada to web-based developers within 3 years.
- Pushed out training initiatives to increase the technical baseline of all employees by rolling out small bits of learning that were easily comprehended to optimize usage of existing tools. Rolled out SafariBooksOnline.com to developers and eventually to the entire company and worked with vendor to provide training.
- Interacted with vendors and Intuit managers to define, design, customize, and schedule technical courses for software engineers, architects, and other technical audiences.
- Worked with vendors to offer social learning and collaborative tools to improve offerings to engage software engineers and promote productivity.
- Designed and implemented a global Agile training initiative to provide three levels of training: leadership, managers and product owners, and developer teams with Agile knowledge/skills. Rolled it out to approximately 600 managers and employees in US and Canada.

Training

- Developed operations training for new data center migration and use.
- Used skills in video editing, HTML, and other web development tools to modify WebEx presentations and to create new courses.
- Developed online help file of acronyms and terms using RoboHelp.
- Created and edited wikis to give easy access to new documentation.
- Used LMS to schedule new course offerings.
- Managed learning portal and scheduled new technical offerings for software developer audience

SharePoint Work

- Updated SharePoint site to add new offerings, modify pages, and to add new functionality to the site.
- Provided training to team to use SharePoint site for managing and delivering training.

Intuit Inc., San Diego, CA

Senior Trainer/Instructional Designer/Technical Writer/Program Manager

2007-2008

Training and Instructional Design

- Managed training, documentation, and promotion of various developer initiatives.
- Performed as a senior instructional designer, developed cross-functional needs assessment and requirements for multiple business units.
- Created online training using Captivate, Photoshop, Premier, SharePoint Designer, CSS, RoboHelp, and other tools.
- Authored online help, online tour, and other training for a new developer community to promote developer productivity and social interaction (Frictionless Reuse Initiative) using the Agile process.
- Developed new processes (using WebEx and audio recording tools) to create technical training and reduce SME time in the development, review, and implementation phases.

Program Management

- Facilitated 3-day technical conferences in multiple cities to promote our customized IT platform for use in rapid development of new business offerings.
- Facilitated, moderated, and managed yearly company developer event in two cities on both coasts. Worked with developers to refine their presentations, created PPTs, provided video, facilitation, moderation, and other support as needed to produce the event.
- Managed a small team to procure needed materials required for all stages of the conferences. Managed the PO process to order supplies for all stages of the event.

- Built work flow diagrams, training courses, e-learning, job aids, online help systems, and webinars to improve onboarding software engineers at Intuit.
- Marketed our developer events using internal web sites, email lists, and other methods to create a well-attended event in multiple cities.

SharePoint

- As an assistant SharePoint site administrator, created new pages, added and updated web parts, and updated the master styles using CSS. Created procedural online help using RoboHelp.

SAIC, San Diego, CA (Contract)

2005-2007

Senior Instructional Designer and Project Manager

Several contracts with SAIC (5) providing instructional design deliverables for several projects including:

- Used PowerPoint, Captivate, Premiere, and other authoring tools to create online and standup training courses.
- Performed needs analysis, documentation, and created project plans and training curriculums for financial and IT applications.

ServiceNow

- Created, scheduled, promoted pre-rollout communication, training signup, and other event-related scheduling.
- Developed, scheduled, and rolled out training and documentation for ServiceNow Purchasing application.

Project Management

Project was very sensitive as people were losing their jobs and had to show me what they did so their replacements could be trained so I was the only one allowed to work onsite with the employees.

- Acted as Project Manager and content developer for project where Accounts Receivable employees were losing their jobs in SD and we developed 35 training-the-trainer courses in 10 weeks so new employees in Tennessee could be trained for new roles.
- Managed a team of 4 instructional designers who would take my project notes and create a draft of training that I'd then edit and work with the trainer on delivering.

Intuit Inc., San Diego, CA

2003-2005

Senior Instructional Designer

Senior instructional designer and trainer for IT team, and assisted other business units with HTML, writing, and training needs.

- Created novice, intermediate, and developer-level web-based training courses using Word, ViewletBuilder, Captivate, and other tools.
- Saved \$2.5 million with a system to use vendor vouchers for internal training for software engineers before they expired.
- Supported call center knowledgebase with articles and workflows, creating consistent keywords and keyword tools to improve search.
- Developed usage and asset management training for Remedy implementation.

Bellevue College, Bellevue, WA (Part-time Instructor)

1997-2003

Taught the following courses for the Technical Communications Certificate Program:

- Advanced Microsoft Word
- RoboHelp
- Word Tips & Tricks for Technical Communicators
- Documentation Project Management
- Writing for a Technical Audience
- Writing Online Documentation

Various Contracting Opportunities in San Diego, CA and Seattle, WA

Prior to 2003

Contracting projects as a project manager, instructional designer, editor, program manager, and technical writer for companies such as:

- Avnet Memec
- Intermec/Honeywell (3 contracts)
- Microsoft (15 + contracts)
- Steyer & Assoc. (4 contracts)
- Cardinal Health Med Systems
- Intuit (5 contracts)
- Microsoft Press
- Vopak/Univar (7 contracts)
- Coca Cola (Winery division)
- Lynx Medical Systems
- Qualcomm Technologies
- WinWriters/WritersUA (12+ yrs.)
- Hyperlynx Line Simulations
- San Francisco Chronical

Web and Online Help

- Created web-based courses, train-the-trainer sessions, and other materials for audiences at all levels, from end-user audiences to software developers and engineers.
- Wrote content for and created an online help system for CPT codes used for medical billing and clinical documentation.
- Developed custom online help content for accounting applications, including: Purchasing, A/R and A/P, G/L, and Currency Conversion modules in JD Edwards ERP system.
- Edited documentation for MSDN, MS Press, and other companies. Worked with external vendors to schedule training and perform post-training assessments.

Writing

- Edited and wrote portions of the Microsoft Windows SDK, and Word and DOS User Guides.
- Responsible for content accuracy in the Windows SDK.
- Created Visual Basic 4 developer training at Microsoft.

- Wrote manuals, and created online help systems using RoboHelp.
- Developed an interface and created documentation for online content management software.
- Wrote SDKs for an XML-based web application, online help, and documentation for a web-based laboratory LMS. Reworked three online interfaces using Visual Basic.
- Wrote and implemented projects involving installing medical devices.
- Worked with renowned online help expert, assisting at trade shows, public speaking, writing chapters in two of his books, and providing other marketing and technical assistance.
- I was the first technical writer to write about Visual Basic Scripting and ActiveX technologies. Described how ActiveX components worked with HTML for "HTML in Action," a book on advanced web page design.

Instructional Designer and Training

- Designed and created an online university for support techs to provide escalated support for mobile devices.
- Worked with SMEs to develop mobile and platform training for call center escalation.
- Developed financial and data warehouse (Hyperion) courses for a large defense contractor.
- Produced medical coding training materials and helped train employees.
- Developed financial and data warehouse (Hyperion) courses.
- Led introductory courses for technical writers on how to transition into instructional design roles.

Project Management

- Assistant Project Manager for ServiceNow Implementation of Hosting Demand Management Project. Backed up PM, ran meetings, gathered functional requirements, updated meeting notes, sent out communication updates to project team, ran UAT, ran stakeholder meetings, updated Project, and provided other needed support for team. PM was overcommitted, and as I had experience, they enrolled me in doing this work in addition to the other roles I was already doing for Intuit.
- Project management for the Microsoft internal web group, Word, Windows, and other groups. Edited web pages, wrote internal online help systems, programmed in Visual Basic, VB Script, and CGI/Perl. Managed two contract web developers.
- Project manager for a team of 5 technical writers developing products, documentation, and training for a military contract. Represented the company at quarterly meetings on base.

Software Development

- Worked as an implementation consultant adding customization to IBM applications after they installed new IBM systems.
- Designed and implemented custom financial applications (A/R, A/P, Payroll, Job Costing, and G/L) for a variety of corporate customers in the financial, winery, banking, manufacturing, and construction industries. Developed interfaces, applications, and training for many contract customers in a variety of industries.
- Developed software to track adverse reactions to medical injections.
- Developed custom financial applications for companies such as Coca Cola, Goodwill Industries, The San Francisco Chronicles, and other companies.

Microsoft Corporation Contracting

Instructional Designer, Online Help Developer

1987-2007

Worked at Microsoft in various capacities on 15 contracts. My first contract was as an editor and later writer on the Windows 3.1 SDK. My main responsibility was a 561-page reference guide. I worked on many projects over the years including Microsoft Office documentation and online help, was part of an internal web development team, and worked in various other capacities.