

# Chuck Martin

San Francisco CA

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## Summary of Qualifications

- Senior-level Technical Writer/Content Developer with a Bachelor of Science in Technical Communication.
- Understand and use concepts such as information typing, topic patterns, content reuse, topic-based authoring, and user-centered design to create high-quality content experiences.
- Develop online help, printed/PDF documentation, user interface (UI) text, error messaging, and other types of content for Windows, macOS, Java, web/SaaS, and mobile/small-screen applications.
- Create content for “end users,” administrators, installers, business operations, developers, and anyone who needs clear, correct, and concise content to accomplish their tasks and reach their goals.
- Experience with RoboHelp, FrameMaker, Flare, Acrobat, Word, InDesign, Dreamweaver, Confluence, and other content development tools.
- Passionate about creating great content and user experiences.

## Skills Profile

- **Core Competencies:** Topic-based authoring, information typing (the “IT” in DITA), content strategy, topic and content patterns, structured writing, minimalism, content reuse, user-centered design & development
- **Technologies:** Windows Help, HTML-based Help, HTML Help, Oracle Help for Java, QuickHelp (Mac), user interface text, user interface/experience design, development of desktop and web-based (SaaS) applications
- **Tools:** Adobe FrameMaker, Adobe RoboHelp, Adobe Dreamweaver, HomeSite, Madcap Flare, Microsoft Word, Paint Shop Pro, Adobe InDesign, HelpIQ/ProProfs Knowledgebase, Atlassian Confluence, WebWorks Publisher, SnagIt, Perforce, TeamTrack, Notepad++, XML Notepad, agile/SCRUM
- **Languages:** HTML/XHTML, CSS, JavaScript, PHP, XML, Visual Basic, WordBasic, Swift
- **Platforms:** Windows, macOS, web/cloud/SaaS, mobile/iOS/Android, UNIX/Linux

## Professional Experience

### (Contract) Technical Writer

Mar. 2014 to Aug. 2014

#### Technical Writer

ItsOn, Redwood Shores, CA

Aug. 2014 to Aug. 2017

- Developed task, conceptual, reference, and tutorial content in Confluence and HelpIQ for web (SaaS) application user guide/online help aimed at technical, marketing, and support audiences. Designed topic patterns for different types of topics and content patterns for different types of content chunks. Identified content that could be reused. Developed reusable snippets and variables. Tested content for validity. Wrote CSS to produce branded topics and well-formatted PDF files. Migrated content set from Confluence to HelpIQ. Identified content needs and created Jira tasks to track work. Drove content tasks to completion within development sprints.
- Responsible for all web (SaaS) application UI text, including buttons, labels, titles, and messaging. Found and eliminated duplicate text. Created consistent content patterns to aid in clarity and translation. Worked with UX designers to develop additional content in mockups.

### (Contract) Sr. Technical Writer

Aruba Networks, Sunnyvale, CA

Oct. 2012 to Oct. 2013

- Developed and updated procedural, conceptual, and reference content in MadCap Flare to document new and updated features for ClearPass Policy Manager web-based software that controls WiFi access.
- Used content strategy principles to chunk long topics and reorganize and streamline information, to identify content chunks that could be reused and create Flare snippets from these chunks, and to use conditional content to produce output for both company and partner products.
- Volunteered to design and develop HTML5-based online documentation for ClearPass WorkSpace, a new web-based mobile device management product.
- Contributed content on typography and grammar to an updated company style guide.

- Sr. Technical Writer** **Model N, Redwood Shores, CA** **Jul. 2011 to Aug. 2012**
- Developed procedural, conceptual, and reference content in FrameMaker as part of large PDF-format document set for enterprise-level suite of web applications. Added new API content pages to HTML Help system for application developers. Created entity relationship diagram (ERD) documents for specific product sub-areas.
  - Took ownership for all UI content (labels, button text, embedded content and messaging, error messages, etc.) in my development team's areas.
  - Re-architected existing content, driving topic-based development, and using audience and content analysis to eliminate redundancy, and make language simpler, more straightforward, and directed toward the specific user types.
- (Contract) UI Text Writer** **Hewlett-Packard, Palo Alto, CA** **Jun. 2011 to Aug. 2011**
- Revised computer setup wizard UI text, making it clearer and consistent, less jargony, less wordy, and friendlier. Suggested content layout to make workflow clear.
- (Contract) Technical Writer** **Obscura Digital, San Francisco, CA** **Dec. 2010 to Jan. 2011**
- Developed hardware/software user and maintenance guide for unique data-driven multimedia installation.
- Sr. Information Designer** **Intuit, Mountain View, CA** **Feb. 2006 to Aug. 2009**
- Designed and coded (in some cases hand coded) conceptual, task, and contextual HTML-based online help topics for new and updated online banking features in QuickBooks. Coded conditional content for different software versions. Created CSS and JavaScript code to improve user experience with help. Created UI text for new features.
- Updated content for administrators to install and configure QuickBooks on a network.
  - Created and iterated UI design ideas with experience designers and other team members. Participated in usability testing and developed design ideas based on user feedback. Used bug-tracking and source-control software as part of work processes.
  - Created planning documents to estimate/manage work. Participated in team's TSP planning and daily scrum meetings.
  - Created and updated knowledgebase articles using web-based content management software.
  - Helped co-workers with technical and workflow issues as Tech Lead. Implemented ideas for workflow improvement.
- Technical Writer II** **Aurora Networks, Santa Clara, CA** **May 2005 to Jan. 2006**
- Developed online help for suite of hardware-monitoring/management Windows applications. Rewrote and redesigned content for hardware user guide.
- Sr. Technical Writer** **manageStar, Emeryville, CA** **Apr. 2004 to Sep. 2004**
- Developed combined user/administrator JavaServer Pages-based (JSP) online help system for web application. Wrote and edited Linux and Windows Installation and Configuration Guide for web application server software.
- (Contract) Technical Writer** **Dec. 2002 to Apr. 2004**
- Timogen Systems, Project InVision, Droisys, Snap Appliance, Ordinate
  - Rewrote User Guide for web-based supply-chain application. Created and customized an HTML-based help system with WebWorks Publisher. Rewrote and edited User Guide and Administration Guide for Web application and added conceptual and task-based content for new features. Designed CSS for Help system and template for printed output. Developed new 60+ page User Guide for client's Web application, gathering information from remote team, and designing a FrameMaker book to be produced in both Adobe Acrobat and HTML. Developed User Guides and Quick Reference Cards for users of phone-based English testing system.

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|--|---|-------------------------------|
| <b>(Contract) Sr. Technical Writer</b>   | <b>Rivio</b>                                  | <b>Jan. 2001 to Apr. 2001</b> |
| <b>Sr. Technical Writer</b>  | <b>Rivio/CPA2Biz, Santa Clara, CA</b>         | <b>Apr. 2001 to Aug. 2002</b> |
| <ul style="list-style-type: none"> <li>Developed and maintained a task-based HTML-based help system for web-based application to manage small business back-end operations, gathering information from requirements documents, use cases, programmers, and using and testing the application. Wrote both task and conceptual topics in standards-based XHTML and coded content to be role-specific. Maintained context-sensitive links between application and help system and rewrote some of the JavaScript code in the links.</li> <li>Wrote and updated a 200-page Setup &amp; Configuration Guide and created output with appropriate links and bookmarks in Adobe Acrobat format. Created documentation plans and estimated resources.</li> <li>Provided input on application usability and interaction design, both working one-on-one with UI designers and in formal design meetings. Worked on usability testing, including facilitating tests.</li> </ul> |   |                               |
| <b>(Contract) Technical Writer</b>   |   | <b>Jul. 2000 to Jan. 2001</b> |
| <ul style="list-style-type: none"> <li>WetFeet.com, Electronics For Imaging</li> <li>Developed new User Guide for version 1.1 web product, gathering information from previous small Help system, from interviewing engineers, from reviewing use cases, and from using the product. Wrote, organized, and indexed 40+ page manual in fewer than 3 weeks. Created and edited 100+ page manual for new software product, including getting information from engineers, adhering to in-house style guides, and working with other writers. Provided feedback on usability and interaction design issues. Re-designed a part of the Windows GUI.</li> </ul>   |   |                               |
| <b>Technical Writer</b>  | <b>SERENA Software, Burlingame, CA</b>        | <b>Nov. 1999 to Jul. 2000</b> |
| <ul style="list-style-type: none"> <li>Updated HTML-based help system with information about new product features, re-designed the file-system structure and the information structure of the Help system, and updated and edited existing files. Designed a simple, cross-platform, cross-browser style sheet.</li> <li>Identified usability problems and GUI inconsistencies.</li> </ul>   |   |                               |
| <b>(Contract) Technical Writer</b>   |   | <b>Aug. 1999 to Nov. 1999</b> |
| <ul style="list-style-type: none"> <li>thinkfree.com, techbargains.com, Impresse Corporation</li> <li>Designed and wrote HTML-based Help system for online Office-style suite of applications. Edited, revised, and added text for new company's pre-release web site.</li> </ul>  |   |                               |
| <b>Technical Writer</b>  | <b>Oracle, Redwood Shores, CA</b>             | <b>Apr. 1998 to Jun. 1999</b> |
| Developed procedures and wrote macros to convert online Help systems to print. Documented new Java API.  |   |                               |
| <b>Technical Writer</b>  | <b>Evolve Software, San Francisco CA</b>      | <b>Nov. 1997 to Mar. 1998</b> |
| <ul style="list-style-type: none"> <li>Designed and created content for an online Help system for a 100% Java application.</li> <li>Helped conduct usability testing of application.</li> </ul>  |   |                               |
| <b>Technical Writer</b>  | <b>Seeker Software, Oakland CA</b>            | <b>Aug. 1997 to Oct. 1997</b> |
| <ul style="list-style-type: none"> <li>Designed and created content for HTML-based application.</li> </ul>   |   |                               |
| <b>(Contract) Technical Writer</b>   | <b>Red Pepper Software, San Mateo CA</b>      | <b>Mar. 1997 to Jul. 1997</b> |
| <ul style="list-style-type: none"> <li>Designed, wrote, and edited online Help for vertical market, Internet-only distributed application.</li> </ul>  |   |                               |
| <b>Technical Writer</b>  | <b>FWB, Inc./FWB Software, Menlo Park, CA</b> | <b>Feb. 1995 to Mar. 1997</b> |
| <ul style="list-style-type: none"> <li>Wrote, designed, and edited online help and print documentation, some recognized for its excellence in magazine product reviews, for highly rated Windows and Macintosh utility software and high-performance RAID and other storage solution hardware. Managed documentation projects for multiple applications. Single-sourced content for applications designed for both Windows and Macintosh.</li> <li>Designed and reviewed user interfaces for utility applications.</li> </ul>  |   |                               |
| <b>Information Developer</b>   | <b>IBM, San Jose CA</b>                       | <b>Jun. 1993 to Nov. 1994</b> |
| <ul style="list-style-type: none"> <li>Wrote and edited online Help system for OS/2 programming application.</li> </ul>  |   |                               |
| <b>Technical Writer</b>  | <b>WinWriters, Seattle, WA</b>                | <b>Mar. 1992 to Jun. 1993</b> |
| <ul style="list-style-type: none"> <li>Wrote and edited WinHelp systems for different Windows applications.</li> </ul>   |   |                               |

## Education

**University of Washington** **Seattle, WA**

Bachelor of Science, Technical Communication, 1993

**City College of San Francisco, DeAnza Community College (Cupertino), company training, STC**

City College of San Francisco: Java Programming (1998), Visual Basic (1998), Advanced Internet (1999), General Psychology (1999), Introduction to UNIX (2000), Multimedia Content & Form (2001), Developing Web Sites in Dreamweaver (2003), Advanced Internet (2004), Visual Basic .NET with Database (2004), JavaScript (2007), iPhone Programming (2010), Software Engineering (2011), PHP Programming (2012), Intermediate HTML & CSS (2012), Mobile Web w. HTML, CSS, & JavaScript (2012), Beginning iPhone Programming (2016)

DeAnza: JavaScript (2001), Visual Basic I (2002), Visual Basic II (2002)

Company training: Oracle: SQL & PL/SQL; IBM: C Programming, BookMaster, Visual Literacy

API Documentation Workshop (presented by STC's Silicon Valley chapter), 2014

## Conferences/Seminars

**WritersUA Conference for Software User Assistance**

**Seattle/San Diego/Santa Clara/Los Angeles/Las Vegas/Palm Springs/Long Beach/Portland/Memphis/Newport** **1993 to 2014**

- Presented:
  - "A Java Primer for Help Authors," 1999
  - "Online Communities That Work for Technical Communicators," 2004
- Wrote, edited, took photos for, and produced daily conference newsletter, 1997-2012
- Live blogged from conference sessions, 2010-14

**LavaCon Conference on Digital Media and Content Strategy**

**Portland, OR** **2012 to 2013**

- Wrote, edited, took photos for, and produced daily conference newsletter, 2012-13
- Live blogged from conference sessions, 2012-13

**tccamp unconference**

**Santa Clara, CA**

**2013 to 2017**

- Led conference discussion session on topic of "Content vs. Document", 2014

**Edward Tufte's Visualizing Information**

**San Francisco**

**2004**

**Comtec 2003**

**Paris, France**

**2003**

**Web Help JumpStart Conference**

**Boston, MA**

**2002**

**Help University Conference**

**Dallas, TX**

**1999**

## Professional Memberships

Society for Technical Communication, Senior Member, San Francisco chapter

1993-2014