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# CHUCK MARTIN

Technical Writer/Content Engineer | [chuck.martin.name/portfolio/](http://chuck.martin.name/portfolio/)  
Creating better user experiences by creating better content experiences

## My Job

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This is my résumé for general consumption. It summarizes my skills and experience.

## My Skills

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**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

## My Qualifications

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- Bachelor of Science in Technical Communication, University of Washington
- Content development for novices to ninjas
- Tool proficiency from command line to CMS
- Knowledge of user-centered design, information typing, content patterns and reuse, topic-based authoring

## My Story

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I am a content developer (technical writer) with a degree in Technical Communication and with tons of experience in and passion for content experience, technology, and usability.

I’ve loved writing ever since high school. Not only did I excel in my English classes, I wrote for the local newspaper. I was a computer geek way back then too, writing code on a Radio Shack TRS-80 Model II that our electronics shop borrowed during my senior year. (My teachers had to kick me out of shop at the end of the day so they could go home.)

I’m a science nerd too. I once was going to get degrees in meteorology and astronomy, but in my studies toward that goal, I found technical communication and never looked back.

The latter I found was my greatest passion. Creating great content experiences helps people succeed at what they do, whether those content experiences are through printed manuals, online help, tutorials, error messages, release notes, tooltips, or UI text.



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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

I've developed content for just about everyone: content for end users, content for administrators, content for developers, content for business operations, all the while making that content clear, consistent, concise, correct, and most of all, usable. And I've done it with all sort of tools, from powerful and robust help authoring tools (HATs) to plain old text editors.

Almost since I began in this industry, I've shared with others. From almost the day I began working after graduation, I was involved on the TECWR-L list listening, learning, and sharing what I'd learned. I presented at the WritersUA conference a few times. More recently, I've been active in industry LinkedIn groups, and some of my [Medium](#) essays are about technical writing, software development, user experience, and tech in general.

I get great pleasure in applying technical communication principles to my work. It is delightful when I discover content I can reuse and successfully make it happen. I think in content patterns and I'm solving content problems in the shower, behind the wheel, and while I'm falling sleep. I read writing and tech books for fun.

That's not to say I don't have a life. I'm a sports fan and wear my loyalties on my sleeve. I'm active in many sports, including softball, basketball, soccer, and football. I'm involved in my community, volunteering with a variety of organizations over the years. More recently, I've worked with Habitat for Humanity, including many days on the [7555 Mission](#) project in Daly City.

When I'm creating great content experiences, I look forward to waking up and going to the office each and every day. Doing the work that I love has given me the opportunity to meet many great people, develop great products, and learn so many new things. My journey is not complete, and my next adventure is ready to begin.

## My Reviews

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*“FWB’s user guide and formatting manual are exceptional.” “Excellent Documentation.”*

### **Macworld**

*“FWB SledgeHammer Pro had the most thorough and clear documentation in our spotlight.”*

### **Digital Video**

*“Chuck is a very talented and creative writer who truly understands the needs of the end user.” “Chuck is a fierce advocate for best practices and standards when it comes to user experience especially with respect to user assistance and general usability.” “Chuck is an excellent writer. He’s very customer-focused and centers his work on user need, creating simple-to-understand content.”*

### **LinkedIn**

## My Experience

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### **Technical Writer • ItsOn • Mar 2014 – Aug 2017**

Developed task, conceptual, reference, and tutorial online help content in ProProfs Knowledgebase (née HelpIQ) for technical, business operations, and support users of SaaS application. Designed topic patterns for different types of topics and content patterns for different types of content chunks. Developed content snippets and variables to reuse content. Tested content for validity. Wrote CSS to produce branded topics and well-formatted PDF files. Worked with other members of UX team to develop UI content for web app and mobile app. 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.

### **Sr. Technical Writer • Aruba Networks • Oct 2012 – 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 • Jul 2011 – 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 to make the language simpler, more straightforward, and directed toward the specific user types.

**UI Text Writer • Hewlett-Packard • Jun 2011 – 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.

**Technical Writer • Obscura Digital • Dec 2010 – Jan 2011**

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.

**Sr. Information Designer • Intuit • Feb 2006 – 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/Information Designer • Mar 1992 – Feb 2006**

Aurora Networks

manageStar

Timogen Systems

Project InVision

Driosys

Snap Appliance

Ordinate

Rivio/CPA2Biz

WetFeet.com

Electronics for Imaging

SERENA Software

Thinkfree.com

Techbargains.com

Impresse Corporation

Oracle

Evolve Software

Seeker Software

Red Pepper Software

FWB/FWB Software

IBM

WinWriters

## My Education

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### **B.S., Technical Communication • 1993 • University of Washington**

#### Relevant classes:

- Computer Science I
- Computer Science II
- Introduction to Technical Writing
- Introduction to Digital Systems & Computers
- Computer Organization & Operation
- Scientific & Technical Communication
- Data Structures
- Introduction to Engineering Graphics
- Computers in Technical Communication
- Style in Technical Writing
- Basic Statistics with Application (Engineering Section)
- Technical Editing
- Production Editing
- Cultural Interactions
- Research in Technical Writing
- Computer Documentation
- User Interface Design
- Introduction to Microprocessors
- Computer Design
- Publication Project Management
- Technology Assessment

### **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

## My Conferences/Seminars

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**WritersUA Conference for Software User Assistance • Seattle/San Diego/Santa Clara/Los Angeles/Las Vegas/Palm Springs/Long Beach/Portland/Memphis/Newport • 1993 – 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 • 2012 – 2013**

Wrote, edited, took photos for, and produced daily conference newsletter, 2012-13

Live blogged from conference sessions, 2012-13

**tccamp unconference • Santa Clara • 2013 – 2017**

Led conference discussion session on topic of “Content vs. Document”, 2014

**Edward Tufte’s Visualizing Information • San Francisco • 2014**  
**Comtec 2003 • Paris • 2003**

**Web Help JumpStart Conference • Boston • 2002**

**Help University Conference • Dallas • 1999**