

Lin Laurie

Program Manager, Technical Communicator, and Instructional Designer

2609 8th Avenue West
Seattle, WA 98119
(206) 900-1861
linlaurie1@hotmail.com

Managing people and technology to make a difference in the world!

- 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 communicator, leader, team coordinator, and process-focused content creator
- Recognized expert in online help development and instructional design using Adobe tools
- Experienced in managing learning and development programs and initiatives nationally and globally
- Demonstrated interaction skills with end users, software engineers, developers, leadership, and 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, Learning Management Systems, and the implementation of industry best practices for effective learning solutions.
- 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.

Industry Experience and Tools

Software Tools

- Articulate
- Camtasia/Lectora
- Adobe Captivate*
- Flash & Fireworks
- Infusionsoft
- Photoshop
- Adobe Premier
- Adobe RoboHelp*

Web Authoring

- Adobe Dreamweaver*
- Infusionsoft
- HTML/CSS

* Certified trainer

Other Software

- Confluence
- Jira
- Learning Portal Management
- LMS – Plateau and Eclipse
- MS Office and Project
- Perforce Content Mgmt.
- QuadaX and OnBase
- QuickBooks and TurboTax
- ServiceNow
- SharePoint Designer
- Visual Studio/TMS
- WebEx & GoToMeeting

Process Experience

- Agile/Scrum
- Waterfall

Industry Experience

- Accounting applications
- Event Management (Conf & Ed)
- HR/Recruiting (event model)
- ITIL, SDLC process knowledge
- Infrastructure Provisioning
- Lab, Medical, and Pharma
- Manufacturing
- Software (web, retail, other)
- Technical Training
- Web-based Marketing

Technical Writing Experience

- Collateral Marketing Materials
- Handouts and job aides
- SDK and API Doc Sets
- Standards and Style Guides

Programming Languages (reading)

- C, C++
- JavaScript
- MS Access
- Visio and SQL Interactivity
- Visual Basic v.4-6
- Wiki Experience
- XML, HTML and Markup Code

Deliverables

- Blended Learning Solutions
- Functional Specs & Doc Plans
- Job Aids, Quick Reference Cards
- KPIs and Other Metrics
- Multimedia Content
- Needs Analysis
- Training and Project Plans
- Videos
- Web-based Training & Content

Featured Skills and Experience

- 20+ years technical writing
- 14+ years instructional design and training
- 10+ years financial app 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

Technical Writing, Training, and Instructional Design (Self-employed Seattle and San Diego)

5/2003-4/2018

Operated my own company either on a full or part time basis around other contract work. Received Adobe Technical Training Partnership Certification and then created and delivered training courses for a technical communicator and developer audience. Taught the following courses to the Navy, SDGE, and several other clients:

- Adobe Captivate and DreamWeaver Introductory courses
- Adobe RoboHelp (Beginners and Advanced Courses) plus several courses on pain-points
- Business Process Improvement Disaster Recovery Plans
- Document Information Mapping
- Introduction to Project Management
- 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 communications project that involved intricate interactivity, lots of graphic development, video clips from senior leaders, and lots of moving parts. I developed tracking tools, was responsible for scheduling, quality control, check in/out of source, version management, and worked with various professionals to assist them in providing the support needed to get their part of the project completed. Provided instructional design support and assistance when needed, assisted in post and production review and sometimes in video editing, and had final approval before we delivered final products to the Navy. Also contracted with Boeing to teach MS Access, SharePoint, and other MS courses upon request.

Amazon Consumer Talent Acquisition Seattle(Contracting)

Program Manager and Instructional Designer for Recruiter Academy Program

12/2016-3/2017

Recruiter Academy was a 26-week program that taught 18 students the Event Recruiting Process Model as used at Amazon. Focus was to meet needs of current program and to productize the entire program for Global release. Spent time with Amazon employees on location in interviews.

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 26-week program that had students in the seats.
- 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

6/2014- 3/2016

Product Infrastructure Data Services – ServiceNow

- 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 SaaS 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 monthly metrics bulletins for all of Product Infrastructure
- 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.

ServiceNow Asset Management

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

TurboTax Infrastructure Project

- Wrote 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.

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

Instructional Design, Technical Writing, and Special Projects

3/2011- 6/2014

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.

Intuit, Contracting, San Diego, CA (Contracting)

2008 –2010

Instructional Designer and Learning and Development Program Manager

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 for 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 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 that will 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

2007-2008

Senior Trainer/Instructional Designer/Technical Writer/Program Manager

Training and Instructional Design

- Managed training, documentation, and promotion of various developer initiatives.
- Performed as a senior-level instructional designer, developing cross-functional needs assessment and design 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 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 (Contracting)

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, designed documentation, and created project plans, functional specs, and training curriculums for financial and IT applications.

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.

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.

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.
- Worked with San Diego PMO to create and implement Sarbanes Oxley (SOX)-compliance training.
- 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
- Documentation Project Management
- RoboHelp
- Writing for a Technical Audience
- Word Tips and Tricks for Technical Communicators
- 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
- Cardinal Health Medical Systems
- Coca Cola (Winery division)
- Honeywell/Intermec (3 contracts)
- Hyperlynx Line Simulations
- Intuit ITIL (5 contracts)
- Lynx Medical Systems
- Microsoft (15 + contracts)
- Microsoft Press
- Qualcomm Technologies
- San Francisco Chronical
- Steyer & Assoc. (4 contracts)
- Vopak/Univar Chem Mfg. (7 contracts)
- WinWriters/WritersUA (PT 12+ yrs.)

Web and Online Help

- Created web-based courses, train-the-trainer sessions, and other materials for audiences at all levels, including 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 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 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, created online help systems using RoboHelp.
- Responsible for some ASP coding and web site development.
- 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 IMS. 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.
- Developed and managed web content.
- Wrote a chapter on Visual Basic Scripting and ActiveX technologies. Described how ActiveX components worked with HTML for “HTML in Action,” a book on advanced web page design.
- Developed toll booth financial and operational documentation and training.

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

- 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.
- Developed software to track adverse reactions to medical injections.
- Developed custom financial applications for companies such as Coca Cola, Goodwill Industries, The SF Chronicles, and other companies.

Education and Training

University of Washington, Seattle, WA

M.S. Educational Technology

University of La Verne, La Verne, CA

A.A. Business Administration

B.A. English Literature

Udemy Online University

AWS Certified Solutions Architect 8/18

PMI PMP – Took 8-week pre-test courses.

Recent Completed Classes:

- API Documentation with JavaScript – Udemy 1-2018
- Creating Powerful Infographics – STC 3-2018

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