

## **K. Emily Ricketts**

815 Santa Fe Ave., Albany, CA, 94706, 510-260-5675 or 510-526-8308

emily@grasshopperdesign.com

www.grasshopperdesign.com

### **Summary**

Over 12 years experience in technical writing, writing user guides and help systems for software products, developing on-line content for user interfaces and websites, creating error messages, managing publications projects and schedules, creating style guidelines and templates, and designing on-line help systems.

### **Writing/Information Design**

Electronic help and print manuals for enterprise and end-user software products, on-line help system design, error message creation, online content development for large-scale web application user interfaces, copy writing, and project/team lead experience. Developed publications plans and project schedules, style guides, and FrameMaker templates.

### **Interactive Design**

Web site design and/or development for over 15 web sites, created concept designs and planned architecture of sites, produced graphics and implemented designs with HTML programming.

### **Software**

Graphics software: Photoshop, Illustrator, ImageReady, SnagIt, Paint Shop Pro, and DeBabelizer

Multimedia/Internet software: Dreamweaver, BBedit, Acrobat, and more

Publication software: RoboHelp, WebWorks, PageMaker, FrameMaker (structured and regular), Microsoft Office, and Documentum

Programming languages: HTML

### **Work Experience**

**Lead Writer** (became the Lead Writer in summer 2009)

Wells Fargo

San Francisco, CA

*August 2007-current*

-Provide content for Wholesale Banking web applications, including screen content (user interface), help content, error messages, tutorials, and demos.

-Act as the lead for a team of eight writers, providing training, mentoring, and project management, as well as keeping the group aligned to the overall goals.

-Helped with the development of a style standards internal website and involved with the ongoing effort to develop robust style guidelines for all content.

### **Senior Technical Communicator**

Advantica, Inc.

Carlisle, PA

*December 2004-May 2007*

-Wrote content for SynerGEE Electric, a complex software product targeted towards the electric utility industry.

-Managed and maintained the Technical Communications intranet site.

-Created guidelines and templates for interactive web-based tutorials.

-Compiled a document that outlined the standard operating procedures for the Technical Communications department.

### **Senior Technical Writer**

IBM Global Services

*December 2003-June 2004 (Contract job-temporary)*

-Collected current procedures and problem/resolution documentation for a company that was outsourcing IT responsibilities to IBM.

-Documented new procedures that were needed as a result of the transition and converted existing documentation to the IBM standard.

### **Senior/Lead Technical Writer**

DemandTec

San Carlos, CA

*July 2001-June 2003*

- Created departmental guidelines, developed a DemandTec style and wrote the style guide, and designed a FrameMaker template that provided the look and feel for all technical documentation. All of these guidelines were developed so the department could grow smoothly as the company grew.
- Managed three simultaneous projects and schedules that released on the same date (with only one direct report for six months). Included writing the publications plans, developing a comprehensive schedule complete with milestones, managing the editing cycles, writing the content for the user guides, creating the help systems, and checking the help system files into the code tree.
- Designed and wrote new content for the DT Price, DT Promotion, and DT Business Analytics user guides, help systems, and user interface. All products are complex enterprise software applications.
- Contributed content for training guides and other educational materials.

### **Technical Writer**

Macromedia

Redwood City, CA

*March 2000-June 2001*

- Wrote new content and re-wrote existing content for the Dreamweaver 4 User Guide.
- Wrote articles for the Macromedia Support Center web site.
- Provided a driving force behind an initiative to re-design the outline of the Dreamweaver user guide. Utilized my web design and development background to provide key information about the web development workflow and common design processes.
- Developed content for dialog boxes and error messages.

### **Technical Writer**

Nickelodeon Online

San Mateo, CA

*August 1999-January 2000 (contract)*

- Designed an internal on-line help system, wrote and edited documentation for a variety of internal tools, developed the publications plan and style guide, and wrote product specifications.

### **Lead Designer**

San Francisco, CA

*May 1999-August 1999, ISL Consulting, San Francisco, CA*

### **Technical Writer**

Netscape Communications

Mountain View, CA

*June 1998-April 1999*

- Wrote new content for the Netcenter Site Central Help System and the Netscape Communicator 4.5 Help.
- Responsible for maintaining the 4.5 help system files, checking the files into the code tree, and reminding writers of the schedule.
- Designed the Site Central on-line help system and was the project lead for the Site Central help system project, which included writing the publications plan, setting schedules, and managing three team members.

### **Web Developer/Copy Writer**

*April 1997-March 1998, John Brady Design Consultants, Pittsburgh, PA*

### **Education**

B.A. in Professional Writing, Carnegie Mellon University, Pittsburgh, PA

M.B.A., University of Maryland (distance program). Expected graduation in December 2011.

