

# Linda Urban

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**INFORMATION DESIGN AND DEVELOPMENT • TECHNICAL WRITING AND EDITING •  
ONLINE HELP SYSTEMS • USABILITY • COURSE DESIGN AND DEVELOPMENT • TRAINING**

## Recent Highlights

- Currently working on content development and modularization of training materials for business rules software for ILOG, an IBM Company. (2008-2009)
- Developed classroom-based training module and materials for business rules software for ILOG, and conducted train-the-trainer session. Tools: FrameMaker and PowerPoint; migrating to XML and CMS. (2007-2008)
- Designed and developed series of documentation sets for AMCC 3ware RAID controllers. Deliverables have included Installation Guides, User Guide, CLI Guide, API Programmer's Guide, and online help for controller management software. Using single-sourcing methodologies, delivered both PDF and HTML outputs, and delivered separate deliverables for Mac and PC platforms. Tools: FrameMaker and WebWorks Publisher (2003 to 2009).
- Developed content analysis and preliminary help design for user assistance that is integrated into the user interface of a web application for Corrigo, Inc. Worked closely with the product management team to provide a usability review of the product (2006-2007).
- Developed online help system for power quality software from Fluke Corporation. Primary audience is power quality analysts. Tools: RoboHelp, Dreamweaver, and MS Word (2006)
- Developed documentation suite for video network management product for Polycom. Single-sourced content to HTML and PDF using FrameMaker and WebWorks Publisher. Audiences include administrators, operators, and end-users. (2005)
- Contributed to usability and user interface design of medical device software for Varian Medical Systems. Participated in site visits and user observations, collaborated with lead designer on screen layout and interaction design, wrote sections of Form and Behavior Specification, participated in cross-functional design review meetings. (2004)
- Teach in the Technical Communication program at UC Berkeley Extension (since 1995). Received recognition as an Honored Instructor in Fall 2000. Also teach in the Technical Communications program at UC Santa Cruz Extension. Serve on the Advisory Committees for both programs.

## Work Experience

### **Independent Contractor and Consultant, 1980 – Present (Current projects are through Linda Urban Communications, LLC)**

**Summary:** Expert information designer and technical communicator, specializing in developing solutions that meet client goals and audience needs.

- **Information Design, Technical Writing, and Online Help Systems:** Design and create online help, user guides, administrator guides, tutorials, reference manuals, and training materials for software, hardware, and web-based products, and for general business processes.  
Develop content for range of audiences, from developers and other highly technical users to not-so-technical end users who may be experts in a domain, but not experts in computer use.  
Received awards from the Society for Technical Communication for several projects.
- **User Interface Design and Usability:** Work closely with business analysts and programmers during product development to improve usability and fine-tune product interfaces. Set up and facilitate usability sessions and recommend product changes. Create user interface style guides and review products to insure consistency in screen design and interaction.
- **Instructional Design, Training, Coaching, and Developmental Editing:** Develop curriculum and supporting materials for instructors and students. Lead classroom training. Consult with and coach managers and writers on business and technical writing projects, documentation planning and design, usability, and improving

individual writing skills. Provide developmental edits to writers at various stages of documentation development.

Clients have ranged from small start-up companies to large corporations. Partial list of clients includes AMCC (3ware), Apple Computer, Charles Schwab & Co, Corrigo., eiStream ViewStar, Fluke Corporation, Health Systems Design, Hewlett-Packard, ILOG, Intuit, Lundeen and Associates, Polycom, Siebel Systems, and Varian Medical Systems.

A list of projects is provided at [http://www.urbancreations.com/linda\\_urban\\_resume-a.htm#Projects](http://www.urbancreations.com/linda_urban_resume-a.htm#Projects).

## **Instructor in Technical Communication**

**UC Berkeley Extension, Technical Communication Program, 1995 – Present**

**UC Santa Cruz Extension, Technical Communication Program, Spring 2001 - Present**

Teach topics in technical communications, typically one course per quarter (evenings or weekends). Develop curriculum, course outlines, materials, and handouts. Consistently receive excellent student evaluations.

Received Honored Instructor recognition from UCB Extension, Fall 2000.

Member of the Advisory Committee for the Certificate in Technical Communication, UCB Extension.

Courses include: (schedule determined by the UC Extensions)

- Developing Online Help
- Developing Technical Information from Plan to Completion (previously called Becoming a Technical Information Developer)
- Exploring Technical Communication: An Introduction to the Profession and Process
- Principles of Information Architecture
- Survey of Usability Analysis Techniques
- Technical Communication I (previously called Introduction to Technical Writing)
- Technical Communication II (previously called Advanced Technical Writing)
- Usability Testing for Technical Communicators

## **Manager of Usability and User Interface Design, May 2000 – July 2001**

**Corrigo, Inc**

Managed the usability and user interface design process for Corrigo's product line of web-based and mobile device interfaces.

**Developed the User Interface Style Guide for Corrigo's primary web-based application.** Clarified and defined UI elements and behavior. Worked with visual designers to refine and include information on colors, spacing, dimensions, and other aesthetic considerations. Published regular updates as the UI design evolved.

**Established regular usability testing of key features for quarterly product releases.** Located participants, created test scenarios, facilitated usability sessions, and recommended changes to screens and interaction behavior.

**Promoted user-centered design practices throughout the development process.** Observed and interviewed users and coordinated feature validation sessions with users for product managers and engineers. Worked with professional services to understand user needs and requests.

**Coordinated change control process.** Coordinated and facilitated cross-functional work sessions between professional services, product development, engineering, and QA to insure user feedback and requirements were presented, understood, and prioritized.

**Contributed to the design and development of web-based training and online help.** Designed an html-based online help solution to work with the web application. Worked with the visual designers and content developers in designing the approach for web-based training. Reviewed training and help content and style. Co-authored a use case for embedded help.

## **Tools**

**Primary tools include:** FrameMaker, MS Word, WebWorks ePublisher, WebWorks Publisher 2003, RoboHelp, Adobe Acrobat, Paint Shop Pro, SnagIt, MS PowerPoint, MS Excel.

**Other tools used as needed on projects include:** Arbortext Editor, Dreamweaver, Visio, PhotoShop, and others. Familiar with basic HTML and CSS, and with coding WinHelp "under the hood."

Adept at learning new tools quickly.

## Other Background

### Formal Education

B.A. from University of California at Berkeley (English)

Graduate courses toward a Masters in Psychology at John F. Kennedy University, Orinda, CA

Details about continuing education available at [http://www.urbancreations.com/linda\\_urban\\_resume-a.htm#Education](http://www.urbancreations.com/linda_urban_resume-a.htm#Education)

### Professional Associations

- UC Berkeley Extension Technical Communications Program, member of the Advisory Committee
- Usability Professionals Association, Member
- Association for Computing Machinery (ACM), Member
- ACM SIGCHI (Special Interest Group on Computer-Human Interaction), Member
- BAYCHI, Member
- ACM SIGDOC (Special Interest Group on Documentation), Member
- AIFIA (Institute for Information Architecture), Member
- Society for Technical Communications, Senior Member

### Awards

UC Berkeley Extension Honored Instructor award in 2000 for teaching and involvement in the Technical Communication Program.

Merit Award in the STC International Online Competition in 2000 for *Scenario Help* (Reliable Power Meters). (Designed and developed HTML Help system.)

Distinguished Award in the Northern California STC Online Competition in 1999 for *Scenario Help* (Reliable Power Meters). (Designed and developed HTML Help system.)

Merit Award in the Northern California STC Competition in 1997 for *Polling/Annunciation User Manual* (Reliable Power Meters). (Designed and wrote manual.)

Distinguished Award in a regional STC competition and Excellence Award in the STC International Competition was given to *Macintosh Playhouse*, Hayden Books, 1994. (Wrote chapter "Playing in the Game Room.")

Award of Distinction from the Northern California STC for *NewWave Online Documentation* in 1990. (Wrote NewWave Write, Textnote, and Dictionaries Tool portions of help system)

Best of Software Combination User and Reference Manuals, from the Northern California STC for NewWave User and Reference Guides, 1989. (Wrote "Chapter 2, Paperwork" in the *NewWave User Guide*.)

### Recent Presentations

*Topic-Based Authoring: Getting Your Feet Wet*, a day-long workshop, presented at [DocTrain West](#), March, 2009.

*Paths to Success: Networking and Contributing (It's all about relationships)*, presented at the [STC France Chapter Annual Conference](#), February, 2007, at the [STC San Francisco Chapter](#) meeting, September 2008, and at [DocTrain East](#), October, 2008

*On the Road to Modular Training Content: A Case Study*, presented at [DocTrain West](#), May 8, 2008

*Information Design: An Orientation for Editors*, at the Bay Area Editor's Forum, October 2007

*Increasing Visibility and Value: Reframing the Work We Do*, with Joan Lasselle, at [STC Berkeley Chapter](#) and [STC North Bay Chapter](#), August 2007

*Integrating User Assistance into the User Interface: A Case Study, with Jose Pastor*, presented at the [Documentation and Training Conference](#), April, 2007 and October 2006.

*Sharing Your Expertise: Putting Together a Presentation or Workshop*, presented at the [STC France Chapter Annual Conference](#), February, 2007.

*Avoiding Pitfalls When Single-Sourcing Print and Online*, presented at [WritersUA Conference](#), April 2006.

Other presentations listed at [http://www.urbancreations.com/linda\\_urban\\_resume-a.htm#OtherPubs](http://www.urbancreations.com/linda_urban_resume-a.htm#OtherPubs)