

Martha Roden

Technical Writer & Usability Specialist

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Objective

Help businesses develop software, Websites, and informative materials that are attractive, intuitive, and easy-to-use to ensure a positive customer experience.

Skill Set

- **Interface Design:** Concept mockups for Website pages and software interface screens
- **Usability:** Software/Website evaluation, user research, usability testing, standards & style guides
- **Technical Writing:** Datasheets, white papers, case studies, professional proposals and reports, presentations, press releases, design specifications, and Web content
- **Learning Materials:** User guides, training workbooks, online help,
- **Processes:** Extreme Programming/Agile processes, user-centered design

Professional Accomplishments

Free-lance Technical Writer and Usability Specialist, Ft. Collins, CO January 2007 to Present

- **DataSplice and ORI.** Data sheets, case studies, proposals and presentations for new mobile software product (winning proposal resulted in over \$1.5 M in contracts)
- **Indicative Software.** User interface mockups & proposal for network monitoring software.
- **Lightsource Creative.** Marketing collateral and Web content for Hewlett-Packard products.
- **Sanborn.** User interface mockups, online help, and user guides for GIS software applications.
- **Weston Distance Learning.** Lesson materials for mathematics, pharmacy technician, and career development textbooks aimed at distance learners.
- **You Can Do It!, Premier Medical Resources, and Baxter Fitness.** User research, Website maps, mockups, and Web content for personal trainer, on-site clinic, and fitness system Websites.

Usability and Technical Communication Specialist, OPTIMUS Corp, Ft. Collins, CO May 2005 to January 2007

- **Interface Design & Usability.** Developed compelling mockups for Web and desktop applications to ensure usability and accelerate the development cycle (valued at over \$800 K).
- **Website Design & Usability.** Led corporate Website usability makeover project (evaluation, navigation, layout, and content) for company “re-invention.”
- **Proposal Writing.** Co-wrote winning proposals for new commercial and government business projects (valued at over \$1.2 M).
- **Technical/Marketing Writing.** Wrote customer-focused datasheets, whitepapers, case studies, and ads for flagship products, as well as user documentation, online help, and in-house training.

Usability Engineer/Interaction Designer, CoCreate Software Inc., Ft. Collins, CO April 1997 to August 2004

- **Usability.** Spearheaded company-wide “usability” initiative in U.S. and Germany resulting in: company-wide software interface and usability guidelines, internal usability training.
- **Software Design and Process Improvement.** Introduced interface mockups and usability testing into Extreme Programming process in Fort Collins and Los Angeles resulting in: intuitive .NET software with quick adoption, well received by customers and analysts.
- **Web Site Design.** Collaborated with Marketing to redesign the corporate Website resulting in: 50% reduction of pages, 32% increase in hits, and 35% increase in visitor time on the Website.

- **Standards.** Worked with test engineers/graphics artists in U.S. and Europe resulting in: standard test plans, consistent Web style sheet, intuitive icons, improved colors and branding.
- **Technical Writing.** Developed preliminary text for online help system based on UI mockups and test cases resulting in: streamlined technical documentation process.
- **Documentation and Training.** Developed and delivered improved classroom training for Product Data Management system, and designed effective data sheets and sales presentations resulting in: more effective sales reps and support engineers.

Learning Products and Usability Specialist, MACA / Synergetics, Ft. Collins, CO

March 1994 to March 1997 (core team from MACA transferred to Synergetics in October 1995)

- **User Research.** Conducted interviews, focus groups, and task analyses of NRCS employees.
- **UI Design.** Developed wire frame UI mockups and software specifications for R&D.
- **Testing.** Wrote test plans, and facilitated usability and QA testing.
- **Documentation and Training.** Developed online help, tutorials, user guides, and training classes for Geographic Information System (GIS) for USDA Natural Resources Conservation Service (NRCS).

Customer Services Specialist, Fiscal Information, Loveland, CO

December 1992 to March 1994

- **Customer Documentation and Training.** Developed effective training materials, taught on-site classes, and developed customized user guides for AIX-based medical accounting system.
- **In-house Training.** Increased quality of presentations to customers by developing and conducting in-house training program (“Design, Develop, Deliver”).
- **Testing and Support.** Tested software, installed systems, and provided phone support.

Technical Writer, Evolving Technology, Ft. Collins, CO

December 1992 to March 1994 (part-time)

- **Documentation.** Wrote technical manuals: Industrial Machine Works Quality Assurance, Helicopter Transmission Test Stand Installation, Automatic Guided Vehicle Operation
- **Training.** Revised training materials for ME10 and ME30 CAD products at HP.

Instructor, Front Range Community College, Ft. Collins, CO

January 1991 to May 1994 (part-time)

- **Training.** Designed and taught custom UNIX courses to Front Range students and HP employees.

Learning Products Specialist, Hewlett Packard, Cupertino, CA

1982 to 1990

- **Learning Products.** Developed online help, manuals, tutorials, classroom and television courses.
- **Usability.** Developed proof-of concept mockups for new software and conducted usability tests.

Professional Courses

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- Technical and Marketing Writing
 - Usability Testing
 - Website & Interface Design
 - Technical Training & Instructional Design

Professional Affiliations and Education

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- Member of Special Interest Group in Computer-Human Interaction (SIG-CHI)
 - Vocational Credential in Computer/Business Education, CO
 - Teaching Credentials in Multiple Subject and Math, California State University, Hayward, CA
 - B.S., Resource Sciences/Food Science, Chemistry minor, University of California, Davis, CA

References (letters of recommendation and work samples are available upon request)

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- Dave Bouwman, Senior GIS Software Architect, Data Transfer Solutions, Ft. Collins, CO, dbouwman@edats.com, 970-430-1410 (cell)
 - Rick Hessdorfer, Director of Marketing and Sales, DataSplice, Fort Collins, CO, rhessdorfer@datasplice.com, 970-232-1083
 - John Alpine, VP Product Development, Spatial, Broomfield, CO, john.alpine@spatial.com, 720-220-0461 (cell)