

# Laura J. Valentine

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## **Work Experience:**

### **Freelance Writer/Editor** [September 2008-present]

### **Public Relations (Volunteer)** [August 2007-present]

Public Relations Committee, The Organization for Transformative Works

Drafted style guide, press releases, key messages, and designed promotional materials. Participated in strategic planning and outreach.

### **Design Consultant, Usability Analyst, & Outreach Specialist** [July 2002-August 2008]

Computing Services, Carnegie Mellon University

Designed workflows, wireframes, and user interfaces for web tools and assist internal and external groups with interface design projects. Developed and administered user tests, designed and facilitated focus groups, performed user needs assessment and requirements analysis. Created and edited technical and non-technical documentation, both internal and external. Developed public and internal websites for working group and maintained group wiki space. Responsible for outreach from Carnegie Mellon's central computing division to the campus.

Projects included:

- ⇒ conducting focus groups in support of a large multi-year project
- ⇒ developing web app workflows and wireframes
- ⇒ working with an undergraduate human-computer interface team on developing a standard for installed classroom control systems
- ⇒ a system for encoding and presenting qualitative data via the web
- ⇒ information architecture development for:
  - revision of departmental website
  - transfer of homegrown web apps to the university portal
  - structured interviews with departmental computing administrators

### **Systems Programmer III** [April 2000-April 2002]

Computing Services and Systems Development, University of Pittsburgh

Maintained and developed the HTML, Javascript, and information design of the Information Technology web site. I also maintained the official University web pages and the CSSD internal web site. Projects included implementing and testing a content management solution, XML web templating, and online information design and development.

### **Webmaster & User Consultant** [August 1999-April 2000]

H&SS Computing, Carnegie Mellon University

Redesigned and reorganized the website for the College of Humanities and Social Sciences and maintained the web servers. Responded to faculty and staff concerns, directed the activities of approximately 20 student workers, and updated the website. In addition, I provided technical support to the faculty and staff of H&SS, including hardware and software installation and repair.

### **Technical Writer** [May 1998-August 1999]

Carnegie Mellon Research Institute

Wrote proposals, brochures, user manuals, and technical references for a number of groups at the CMRI, including the Cybersecurity Center, the Automation and Modeling group, and the Driving Research Center.

**Skills & Training:**

Information architecture and design, application workflows, user interfaces, focus group design, web, written and print documentation. Master's degree focused on interaction design and usability in both print documents and online design.

Professional development includes:

- ⇒ "Organizational Communications" (The Centre for Excellence in Communications)
- ⇒ "The Effective Facilitator" (Leadership Strategies)
- ⇒ "Neal Whitten's No-Nonsense Advice for Successful Projects" (PMI Pittsburgh Chapter)
- ⇒ ITIL Foundation Certificate in IT Service Management Foundation (Global Knowledge)
- ⇒ "Toolbelt for Requirements Gathering" (PDUs for Pennies/Lambert Consulting Group)

Extensive computer skills including multiple operating systems (MacOS X, Windows XP, Linux), design and professional applications (Adobe Creative Suite, Microsoft Office, Visio, HyperResearch), and languages (HTML, XML).

Member, Project Management Institute & Society of Technical Communicators

**Education:**

B.S. in Technical Writing [Carnegie Mellon University, May 1998]

M.A. in Professional Writing [Carnegie Mellon University, May 2000]

Research concentration: interaction design.