

# EDWARD VANARSDALL

## INFORMATION DESIGN AND DEVELOPMENT

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### Introduction

I am an independent consultant with over 15 years of experience in information design and development, including expert technical writing and editing, classroom training and instructional design, online help development, template development (FrameMaker, Word, and online formats), user interface evaluation, Web design development, and team leadership. I am interested in working with companies who are managing or who want to manage information using structured writing and XML-based content management solutions.

### Professional Experience

Edward VanArsdall Information Design and Development (EVIDD)

Principal Consultant, April 2006 - Present

Launched consultancy offering expert technical writing, technical editing, instructional design, classroom training and facilitation, and market research.

Part-time clients have included

- **Sprint/Nextel (April 2006 – June 2006):** Edited technical and marketing content for the Sprint Web site using a commercial Web Content Management (WCM) system.
- **Fannie Mae (July 2006 – December 2006):** Developed Web seminar content for Flexible 97 and 100 mortgage products; developed framework for a Web Seminar Standards Guide.
- **The World Bank (February 2007 – April 2007):** Contributed to the development of an online knowledge base and a business classification taxonomy for the General Services Department (GSD); developed an index for the site; presented a workshop on writing FAQs and provided follow-up writing and editing assistance to business units.
- **The National Cancer Institute (August 2006 – Present):** Plan and develop technical information that supports the NCI software infrastructure used in cancer research; software products include the OWL-based Protégé ontology editor, the NCI BioPortal, and BiomedGT, an open, collaboratively developed terminology for translational research; information products include user guides, administrator guides, API guides, online help, wiki-based help, and training materials for the Enterprise Vocabulary Services (EVS) team; also develop and maintain FrameMaker templates.

QuadraMed Corporation

Technical Writer, May 2005 - April 2006

Maintained a single-sourced documentation library for the company's flagship product, Clinical Workstation; produced user and administrator guides, server installation guides, release notes, and online help (FrameMaker to WebWorks Publisher); worked with UI designers on product UI design.

The World Bank, Washington, DC

Trainer, Instructional Designer, and Technical Writer, September 2004 - May 2005

Provided consulting services to the Information Solutions Group Client Relations (ISGCR) training team; developed handbook for using World Bank technology and facilitated technology orientation sessions; developed and conducted overview sessions for an institutional correspondence management system used by the World Bank president's office; also developed the supporting information products: user's guide, configuration guide, and online help; guided the training team in developing standardized document formats for user guides and quick reference guides; developed numerous VBA macros to automate processes and promote standardized, consistent presentation.

## United States Mint, Washington, DC

Technical Writer, Instructional Designer, and VBA Developer, July 2003 - August 2004

Developed various technical guides, standard operating procedures, and software life cycle documents; developed online help for the Mint's online product catalog; developed a training course for the PeopleSoft Projects module; created a number of custom Word and Excel macros and templates, helping to automate and improve many of the team's workflow processes; produced an internal newsletter, *The Word on Word*, covering various Word tips.

## National Science Foundation, Arlington, VA

Technical Writer, Editor, and Instructional Designer, June 2001 - March 2003

Served as lone information developer supporting an international team of software developers; responsible for all technical writing, editing, and instructional design for a large-scale research proposal tracking system; developed FrameMaker templates to standardize technical documents; developed Word templates and macros to standardize software life cycle documents; using Dreamweaver and Flash, built and managed a 508-compliant online help resource site that included a comprehensive index of help topics and several interactive Flash tutorials; developed narration scripts, graphics, audio tracks, and ActionScript programming sequences for all tutorials; tested application interface and submitted weekly report on usability issues; edited and approved all system messages.

## Nextel Communications, Herndon, VA

Trainer and Instructional Designer, September 2000 - June 2001

Developed and taught a training course supporting a software application for network troubleshooting and problem resolution management; also taught courses for off-the-shelf software (Microsoft Office and Visio); developed templates and macros for the training department.

## Tamaroff Associates/Productivity Point International

Consultant: Training, Course Design, and Technical Writing, November 1997 – April 2000

Taught public classes in various technology topics, including off-the-shelf software (Microsoft Office) and Web searching; developed a two-day course in developing macros for Microsoft Word; developed macros for various law firms.

As a Tamaroff consultant at the World Bank, developed and administered training courses for a large-scale desktop rollout, including courses for in-house and remote users, help desk staff, and procurement specialists (SAP materials management module); led a team of ten trainers and provided coaching through train-the-trainer and writing workshops; edited all course materials.

## Foley &amp; Lardner

Trainer, Instructional Designer, and Marketing Coordinator, February 1996 – October 1997

Designed *ad hoc* training and reference materials for various legal staff and user groups; traveled to the firm's domestic offices to conduct classroom and one-on-one training; conducted technology training sessions for new staff orientation program; supported the Marketing Department by designing brochures and editing proposals.

## Education

B.S., Music Education, Radford University, Radford, VA, 1981

Post-graduate coursework in computer programming (Visual Basic and Java), Web design and development, Information Mapping, XML, XSL, DITA, and various tools (MadCap Flare and XMetal).

## Professional Memberships and Recognition

- Senior Member, Society for Technical Communication (STC)  
Volunteer for Washington DC, Chapter
  - Recipient of the President's Award, January 2003:  
*In recognition of your commitment to improving the usability of the program registration process, excellent communication skills, and overall reliability, conscientiousness, and kindness.*
  - Washington, DC, Chapter Secretary, June 2004 – May 2005
  - Washington, DC, Chapter President, June 2005 – May 2006  
Recipient of *Chapter of Excellence* award
  - Washington, DC, Newsletter Editor, *Capital Letter*, June 2006 – May 2007
- Content Management Professionals (CM Pros)  
Editor, Marketing Communications (current)
- Information Architecture Institute (IAI)
- Usability Professionals Association (UPA)
- International Institute of Business Analysis (IIBA)
- American Society of Indexers (ASI)

## Software Skills Summary

- All Microsoft Office® applications
- Print production: Adobe FrameMaker, Adobe InDesign, Microsoft Word, Adobe Acrobat
- Online Help: MadCap Flare, RoboHelp, Quadralay ePublisher
- Web Design: Dreamweaver, Flash, Photoshop, SnagIt, Paint Shop Pro
- Document and Configuration Management: Documentum, Visual Source Safe, DocsOpen, iManage, CVS
- Scripting and Markup Languages: VBA, HTML, CSS, JavaScript, ActionScript, XML

## References

Available by request.