

## DOUG HOWELL

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## OBJECTIVE

- ▶ A position that calls on me to use a variety of skills to maximize the value of information by creating engaging user interfaces, high quality, targeted content, and durable, flexible structures.

## SUMMARY

### PROFESSIONAL SUMMARY

- Has demonstrated a passion for creating, structuring, designing and enhancing the value of information for over a dozen years—as a key team member and independent contributor.
- Takes self-teaching, self-starting, quality results-driven approach—yielding a broad range of skills and a deep understanding of the information lifecycle.
- Used dynamic technologies such as XML/XSLT, CSS and JavaScript to reshape existing knowledge assets into interactive, compelling and maintainable information products—within budget constraints.
- Career path to IT through professional music background has promoted user advocacy, creative thinking, a big picture view and an innate aptitude for translating complex subject matter into the language of business users, developers, executives and subject matter experts.
- Built reputation spanning IT and business for: polished, attractive deliverables; authoritative, standards-based input; the ability to balance business value and technological realities; uncompromising service to customers and colleagues alike.

## EXPERTISE

### SKILLS & PROFICIENCIES

Documentation	Design/Development	Dynamic Content	Data & Modeling	Languages/Scripting	Standards/Methods	OS/Browser Platforms
MS Office (Word, Excel, PowerPoint, Visio, FrontPage)	Adobe CS3 (Acrobat, Illustrator, Photoshop, InDesign, Dreamweaver)	IBM WebSphere portal (& WWCW)	Telelogic System Architect	XML/XSLT	ITIL; IT controls	Win 2000/XP/Vista
Snag-It, Remedy		WordPress	MySQL	HTML/CSS	(COBIT, SOX, PCI, HIPAA, ITGI)	Mac OS 9/X
Apple iWork (Pages, Numbers, Keynote)		Drupal	MS Access	JavaScript (incl. several frameworks)	Modeling (BPMN, UML, Structured Analysis, Entity Relation, workflows, screenflows, wireframes)	Unix & legacy
PlanView		Active Server Pages	SQL Server	VBScript, VBA (Word/Excel macros)		MSIE (5.x–current)
Test Director		DHTML & JavaScript	Crystal Reports	Perl		Firefox (1.0–current)
		SharePoint	SQL	PHP		Safari (2.0–current)
		DITA				

## EXPERIENCE

### QUALIFYING EXPERIENCE

#### COMMUNICATIONS CONSULTANT, INTERNET2, 2009–PRESENT

Produced a wide variety of communications documents and presentations, contributing writing, editing and page layout as well as structural, graphic and animation design. Built online, interactive alternatives to static pages and spreadsheets, simplifying complex content, increasing user engagement and comprehension. Participated in marketing plan, service and brand development and provided user interface consultation and design artifacts.

- Designed, created and maintained XML-based interactive information “portals” to communicate complex information regarding organizational strategy initiatives, membership restructure and products and services.
- Wrote, edited and/or designed numerous information sheets, case studies, FAQs, maps, press releases, presentations, annual reports, forms, letters, newsletters and posters.
- Developed and edited static and dynamic Web content, including HTML and XML, JavaScript (including frameworks), XSLT and CSS stylesheets and images.
- Translated business requirements into activity flows and wireframes as part of new service user interface design.



▼ **BUSINESS SYSTEMS ANALYST, BORDERS, 2005–2008**

Served as IT business liaison for Intranet portal implementation, leading requirements definition efforts, working with business users and management, several consultancies and development team to fulfill requirements. Challenges included a significant disconnect between business expectations and real-world capabilities. The project came in on budget.

- Created and maintained wireframes, sitemap, taxonomy, process, workflow and requirements (including user groups and roles) documentation.
- Developed cascading stylesheets, graphic elements, authoring and presentation templates and created author/developer content creation guidelines.
- Developed HTML and JavaScript code to realize visual designs; enforced usability, Web Content Accessibility Guidelines and corporate style standards.
- Created test requirements, test cases, executed system tests and reported defects.

▼ **INFORMATION ARCHITECT, BORDERS, 2000–2005**

Widened focus to an enterprise level by creating Web, project deliverable, controls and standards resources used by all of IT to improve the quality, compliance, consistency and professionalism of IT project delivery and documentation.

- Created corporate Intranet Web pages and sites to publish development and compliance standards, policies, project management and IT service management documentation to all IT employees.
- Created Web applications (using HTML, XML, JavaScript) including IT glossary (with optional invocation via URL query string); standards HTML Help, enterprise repository view and search (processes, data, applications, components); enterprise model change management; data center operations online forms with context-sensitive help and form handling scripts; public access Internet site category/alphabet sort and submission form.
- Developed IT Controls framework, using Control Objectives for Information and related Technology (COBIT) as a foundation, mapped Sarbanes-Oxley (SOX), Payment Card Industry (PCI) Data Security Standard, Health Information Portability and Accountability Act (HIPAA) and Information Technology Governance Institute (ITGI) controls to corresponding COBIT controls; built Web interface to allow IT employees to more easily find (and address) relevant compliance standards.
- Created diagram and document templates (including context-sensitive help text) to assist developers and managers in producing high quality process and project deliverable documents consistent with IT standards.
- Reviewed, edited and published standards, processes, workflows and policies relating to: the systems development lifecycle (SDLC); IT reporting; IT security; design, style and formatting of SDLC artifacts; business process, data and UML CASE tool modeling.

▼ **TECHNICAL WRITER, SENIOR, BORDERS, 1997–2000**

Developed user, support and training documents and Web pages to increase troubleshooting efficiency, provide application user assistance, instruct developers and reduce demands on third-level support. Began developing IT-wide style standards and became ‘keeper’ of enterprise process and relational database models and top-level corporate Intranet site.

- Created a wide variety of documents and Web pages (with graphics and layout) based on extensive subject matter expert interviews and collaborative meetings, including user manuals, software and hardware installation and maintenance procedures (with illustrations), network diagrams, training courses, how-to’s and quick reference guides.
- Led developer training sessions for CASE modeling and methodologies and provided methodology support. Developed custom scripts to auto-generate text and graphical reports from CASE repository. Customized CASE tool to support new methodologies and standards and avoid unnecessary capital expenditures.

▼ **CONSULTANT, CREATIVE MEASURES, TO PRESENT**

Provided information architecture and design, technical writing and editing, copywriting, graphic design, music composition, arranging and performance for a variety of projects and clients. For details, please see [www.creativemeasures.com](http://www.creativemeasures.com).

- Copywriting and editing clients include Ameritech, Cade Industries, Amway Corporation, Spring Arbor Distributors, Simplicity Outdoor Power Equipment, Thomas Nelson Publishers.
- Information design and technical writing clients include Internet2, NetGift Registry ([netgift.com](http://netgift.com)), Medflight.
- Layout and graphics clients include World Class Tapes, HeartStar Music, Manchester Area Historical Society, Society for Technical Communication, SE Michigan Chapter.
- Music clients include Disney Interactive, Philips Media, SegaSoft, Hasbro Interactive, Mattel Media, Marcel Marceau World Centre for Mime, Advanced Bionics, Domino’s Pizza, McDonald’s, CBS Sports and Chrysler Corporation.



## EDUCATION

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- University of Michigan School of Music, Bachelor of Music (Composition) with high distinction
- “Envisioning Information,” seminar by Edward Tufte, leading authority on visualizing information
- “Enterprise Modeling,” three-day workshop by Popkin Software (now Telelogic), makers of System Architect enterprise modeling (CASE) tool
- “Information Architecture,” workshop by Louis Rosenfeld, co-author of *Information Architecture for the World Wide Web*
- Foundation Certificate in IT Service Management, ITIL certification scheme administered by itSMF

## AFFILIATIONS, ETC.

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- Adjunct Lecturer, University of Michigan Adult Lifestyles Program
- Artist-in-Residence, Ann Arbor Public Schools Arts Technology Project
- Society for Technical Communication, SE Michigan Chapter – Senior member; layout editor, *TECHcomments*, bimonthly newsletter (National STC Award of Excellence); developed Web skills database; Distinguished Chapter Service Award
- Manchester Area Historical Society – Trustee; Webmaster; editor & layout, 2005–2011 historical calendars
- American Society of Composers, Authors & Publishers (ASCAP) – Composer/author and publisher member

*Thank you for your consideration. Please see [www.creativemeasures.com](http://www.creativemeasures.com) for further information.* 