

***Meredith A. Hoffman***

Plymouth, MA – Menlo Park, CA

Voice: 508-746-4662 – 650-323-1559 – Fax: 508-746-4115

mhoffman@humanitech-ltd.com – <http://www.humanitech-ltd.com>

---

**INFORMATION & PUBLICATIONS CONSULTANT \* TECHNICAL & MARKETING WRITER**

More than twenty years of experience in technical and marketing communications, including technical and marketing writing, online HELP and website design and implementation, publication design, publications management, and documentation localization.

Specialize in setting up pubs departments and developing, writing, and implementing manuals, online materials, and technical marketing collateral for technology and software applications. A partial list of clients and projects is available.

As a technical publications and tech writing consultant, I can contribute in the following ways:

- Quickly and independently identify resources and develop information
- Gather data effectively and organize it appropriately for a specific audience and need
- Design and write information products that communicate with exceptional clarity
- Understand technical information; clearly describe complex procedures and concepts
- Produce complete, quality, on-time publications under demanding time constraints
- Quickly and independently learn a system, technology, or product
- Write to any in-house style, including Windows, Macintosh, and UNIX guidelines

Strong technology, scientific, and programming background. Have written about a broad range of technologies, including

- Digital signal processing and wavelets
- Artificial intelligence and speech recognition
- Scanning and OCR
- Supply chain and package handling, order entry, hardware test, financial analysis, medical database applications
- Communications and networks
- XML and VoiceXML
- Object-oriented programming

---

***Experience***

**Director of Information Development**

*VOXWARE, Inc.*

*Cambridge, MA*

*08/1999–04/2001*

Responsible for planning and implementation for all publications and information products for this logistics solution provider, including audience and task analysis, concept design, writing, editing, and production. Set information product strategy for company, coordinating with other senior management staff. Major player on user-interface design team. Products included all internal and external documentation for Voxware's noise-robust speech-based VoiceXML supply-chain and package-handling applications. Publications included system administrator and end-user manuals, online HELP, training materials, SDK documentation, and technical sales collateral.

**Technical Publications, Information, & Technical Marketing Writing Consultant**

*HUMANITECH Ltd. (my own consulting company)*

*Menlo Park, CA & Plymouth, MA*

*12/1993–08/1999*

Publications project planning and implementation. Design, writing, and production of user, reference, and tutorial manuals; online help and HTML; websites; technical white papers, requirements specs, business plans; datasheets, tech briefs, case studies; newsletters and marketing collateral. Consulting in website content and design, pubs department development, DTP, pubs project management, print production, language localization, electronic publishing, user interface and usability design/testing. Develop style guides and procedures.

Work with programmers, engineers, marketing, and product management staff; from functional specs and code documentation; and from hands-on experience with products under development. Emphasis on software applications and technology products.

**Director of Publications; Publications Consultant**

*THE 3DO COMPANY*

*San Mateo & Redwood City, CA*

*10/1992–11/1993*

Came on board eight weeks before first product ship of the 3DO game development system, hired contract writers and a production staff, and managed the on-time writing, production, and distribution of 2,200 pages of developer documentation. Set up the Tech Pubs Department, with a staff of ten, including three managers. Managed four major documentation releases. Established schedules, budgets, vendor relationships. Managed localization of developer documentation, including translation and production of Japanese versions within six weeks of each US release. Managed CD-ROM production. On UI design panel for the 3DO multiplayer. Operating and production budget approx. \$3M.

**Technical Publications, Information, & Technical Marketing Writing Consultant**

*HUMANITECH Ltd. (own co.)*

*Menlo Park, CA*

*11/1990–10/1992*

See above.

***February 2002***

### Technical Publications Manager; Publications Consultant

SYNOPTICS COMMUNICATIONS, Inc.

Mountain View, CA

08/1988–11/1990

Set up the Technical Publications Department for this fast-growing network technology company. Designed and published a suite of user, reference, and installation manuals for all products. Managed five major releases. Worked with senior management to define the publications strategy for multiple major product releases. Hired a staff of eight writers, editors, and production specialists; determined hardware and software needs; set up vendor relationships with printers, bindery, and distributors; developed and managed budget and schedules. Approx. \$.8M operating budget, \$3M publications budget.

### Technical Publications, Information, & Technical Marketing Writing Consultant

HUMANITECH Ltd. (own co.)

Menlo Park, CA

10/1984–08/1988

See above.

### Director of Communications

T.N. PARTNERS

San Francisco, CA

01/1984–09/1984

Responsible for publications, training, and implementation for this start-up financial applications software company. Developed plans and budgets for technical and marketing publications, training publications and materials, and service and implementation materials and training. Wrote proposals and functional specs.

### Manager, Product Publications

TECHNICON DATA SYSTEMS, Inc.

Santa Clara, CA

01/1983–01/1984

Managed two technical writing staffs, in Santa Clara and Atlanta, a production staff, and a marketing communications staff. Managed the design, writing, editing, and production of documentation for multiple medical information system products, and of product brochures, product descriptions, and technical spec sheets. Cut projected Marcom budget from \$140K to \$80K while maintaining quality of final product. Initiated and implemented project to identify documentation-related problem reports.

### Lead Tech Writer; Publications Manager

SYNTACTICS Corp.

Santa Clara, CA

08/1980–12/1982

Set up the Publications Department. Designed, wrote, and supervised the production of the *Tutorial Guide to CrystalWriter*. Designed menus, screens, quick reference cards. Designed, planned, and supervised the writing of the *CrystalWriter Users' Guide*. Established procedures, standards, styles.

### Programmer Analyst/Research Audiologist

UCSF MEDICAL CENTER

Martinez, CA

08/1979–12/1980

### Teaching Assistant; Instructor in Linguistics & Psycholinguistics

U.C. Berkeley & S.F. State Univ.

Berkeley, CA & San Francisco, CA

01/1976–06/1979

### Programmer Analyst

BRITISH PETROLEUM ALASKA

San Francisco, CA

04/1975–08/1976

### Education

UNIVERSITY OF CALIFORNIA

Berkeley, CA

M.A., C.Phil. in Linguistics & Cognitive Psychology

Cognitive linguistic processing, speech/language perception, and the neuropsychology of language. GPA: 4.0.

### Skills, Platforms, Systems, Languages, Applications

- Windows and Windows/NT, Macintosh OS, MS/DOS, UNIX; "C", FORTRAN, PL/I; C-shell
- FrameMaker, WebWorks Publisher, GoLive, RoboHELP, Acrobat PDF, Quark XPress, PageMaker, InDesign; Visio, Illustrator, Photoshop, Paint Shop Pro; Word; **nroff/troff/tbl/eqn**, MathType; HTML, SGML, WinHelp, HTML Help
- Strong technical background: mathematics, computer science, acoustics, and psycholinguistics
- Experienced in all aspects of publishing: budgeting; audience analysis, design, and planning; indexing; scheduling; production; art and photography direction
- Can clearly describe complex procedures and concepts; understand and communicate technical information effectively to a specific audience, even (especially!) technically unsophisticated readers
- Project management (MS Project and Visio)
- French; some German, Russian, Hebrew, Japanese; typesetting mathematics, Russian, Hebrew

### Awards, Honors, Distinctions

Phi Beta Kappa; Sigma Xi; National Science Foundation Graduate Fellowship; Phi Beta Kappa research grant.

### Publications

"Wavelet Analysis: Revolutionary tool for data analysis and signal processing." *SciTech Journal*, Sept/Oct 1996.

February 2002