

Professional Highlights

Bryan has over 15 years' experience in technical communications, specializing in translating technical details into clear business benefits for instructional design, technical marketing, product/solution documentation, and strategic needs analysis & planning.

- **Consultation:** Provides needs analysis, scoping, and process/methodology design for a variety of technical communications projects at the strategic and tactical/implementation levels.
- **Instructional Design:** Develops modular training that can be repurposed for a variety of training outputs, such as instructor-led training, self-paced online training, and video presentations.
- **Technical Writing:** Excels at collaborating with subject matter experts to distill the key aspects of a technology into documents that are relevant to the target audience. Equally adept at creating highly technical documentation for technical decision makers, and benefits-oriented materials that articulate business value to business decision makers.

Experience

Content Architect, Crescent Beach Consulting LLC, 2016-present

- Founded Crescent Beach Consulting LLC to help organizations bridge the gap between *technical* and *business*.
- Equally comfortable operating as an individual consultant for smaller projects, and collaborating as part of development teams for large scale projects.
- Support a range of clientele, from small start-ups to large enterprises including Boeing and Microsoft. Recent projects include:
 - Developing instructor-led and online training for technical support new hires on multiple versions of Windows and Office 365 products.
 - Authoring a variety of technical case studies for Microsoft IT Showcase, including the 2013 Microsoft IT Annual Report.
 - Designing a hybrid (web-based training + instructor-led training) course with hands-on labs to instruct new hires on proper techniques for hand finishing aluminum aircraft parts.
 - Updating a virtual instructor-led aircraft design course to introduce new engineers to the key concepts, methodologies, and challenges involved in commercial and military aircraft design.
 - Implementing technical onboarding training for new hire consultants, architects, Principal Field Engineers, and others.
 - Developing virtual partner training for Azure/StorSimple.

Information Architect/Principal Technical Writer, implement.com, 2006-2015

- Operated as the company's principal technical writer and instructional designer, delivering product documentation, modular training materials, and streamlining training processes for multiple concurrent clients, primarily for Microsoft.
- Engaged with prospective clients to scope work and help draft proposals that articulate how deliverables will address the client's specific needs.
- Lead larger team projects, providing guidance and overall supervision of content development to ensure delivery of quality materials that speak with a consistent voice.

Technical Communications Consultant, Jitterbit, 2005

- Updated the online help system for the company's flagship business integration product.
- Acted as end-user, logging bugs and providing UI feedback to enhance the product.

Technical Communications Consultant, Kanisa, 2003-2004

- Developed a Training Development Plan to clarify the company's training needs and gain consensus between stakeholders, then used the plan to build a complete set of training materials for the company's new service resolution management (SRM) solution.
- Developed three different classes and held "Train-the-Trainer" sessions for the first two courses. Generated annotated instructor and student materials from a single set of source files.

Technical Communications Consultant, Forward Solutions, 2003-2004

- Designed and updated the Getting Started Guide and online help system for multiple versions of the company's new consumer-oriented products.
- Wrote the documentation and online help with a consumer-friendly voice, minimizing "techno-jargon" to ensure a positive user experience.

Technical Communications Consultant, Blue Titan, 2002-2003

- Operated as an independent consultant, providing a complete documentation needs-analysis for the company's web services networking technology.
- Developed a new set of product documentation that was user/role-oriented instead of being functionality-driven.

Director of Technical Communications, CommerceRoute, 1999-2002

- Directed the company's technical writing and training departments. Worked closely with the executive team to ensure consistent messaging for business plans, white papers, product documentation, licensing, and press releases.
- Acted as the company's primary product documentation author, producing getting started guides, user guides, administration guides, and reference guides.

Product Programs Manager, NetObjects, 1997-1999

- Managed the training development team that produced training materials for the company's small business and enterprise-level web site management solutions.
- Defined, coordinated, and implemented the NetObjects Solution Provider architecture, a new umbrella of programs catered to support the partner community.
- Managed relationships with strategic technology partners.

Manager of Training Programs, mFactory, 1995-1997

- Built the company's training department from the ground up. Established the Authorized Instructor, Authorized Training Center, and Academic Affiliate programs. Launched international training sites in UK/Europe, Japan, and Australia.
- Designed course books and CD-ROM training material. Negotiated publication and distribution of training kits locally and internationally.

Education

- M.S., Biology, Florida State University, Tallahassee, FL
- B.A., Biology, Reed College, Portland, OR