

Sally K. Baldwin
210 Browns Road
Lincoln, VT 05443
802 233-0243 (mobile)
Email: sallybaldwin@mac.com
Web site: www.sallybaldwin.com

Award-winning technical and corporate communications writer/editor of concise documentation, online help, and marketing materials. Deep experience in consumer and business-to-business software, medical device, biotechnology, and computer hardware companies.

Work Experience Highlights:

- 2006 - Sept. 2016 Dassault Systèmes - Enginuity ENOVIA User Assistance Designer/Writer
Milford, CT
Enginuity was acquired by DS in 2010. Designed and wrote content for animated web-based online help system for HTML5 output. Developed and wrote user, administration and installation guides; tutorials; and training materials for product formulation and regulatory compliance software in personal care, OTC drug, and cosmetics industries. Collaborated with client services, engineering, customers and QA to develop, drive and manage specifications for new product features and enhancements. Provided input for user interface design and redesign. Developed, coordinated, edited and wrote corporate standard operating procedures. Designed customer social media site. Contributor/author of design requirements document and recognized with DS Star Award. Mentored and trained new hire for off-shore technical writing position.
- 2001 - 2005 TurboWorx (formerly TurboGenomics) Technical and Corporate
Shelton, CT Communications Writer/Editor
Technical Documentation: Designed and wrote installation, system administrator, quick reference and API user guides and online help for distributed computing software for government, university and pharmaceutical genomic research organizations.
Corporate Communications: Wrote and edited product data sheets, whitepapers, web site content, proof-of-concept papers, and other communications. Researched and created presentations for investors, sales, and training.
Research: Performed competitive analyses. Investigated and reported on potential strategic alliances and partnerships with OEMs, resellers, and companies. Researched potential entry into new markets. Assisted in development of product messaging and branding.
- 2000 - 2001 Mercator Software Technical and Marketing Writer
Wilton, CT
Wrote and designed integration guides, and online help for electronic data integration (EDI) software. Wrote customer profiles, product data sheets, annual report content, and Web site content for key vertical markets including healthcare, telecommunications, supply chain, and financial services.
- 1999 - 2000 Thomsom Interactive Media Technical Writing Consultant
Stamford, CT
Designed and wrote user guides, administrators guides, quick reference cards, and online help system for a custom Web authoring application used by Thomson newspapers. Wrote and developed content for Web site and quarterly newsletter. Assisted in the product design, including software features and user interface elements.

1997 - 1999	ReSound Corporation Redwood City, CA	Technical Writing Consultant
	Designed and wrote user guides, quick reference cards and an online help system for diagnostic testing and programming software to program digital hearing devices.	
1996 - 1997	Enlighten Software Solutions San Mateo, CA	Technical Writing Consultant
	Redesigned, edited, and updated reference and user guides for network management software on UNIX systems.	
1995 - 1996	LifeScan, Inc, Milpitas, CA	Technical Writing Consultant
	Designed and wrote quick reference and user guides for One-Touch diabetes monitoring and management software systems used by healthcare professionals and patients. LifeScan is a Johnson & Johnson company.	
1994 - 1995	Silicon Graphics Mountain View, CA	Technical Writing Consultant
	Designed and wrote reference and user guides for high-end graphics workstations and collaboration software.	
1994	Hewlett Packard Santa Clara, CA	Technical Writing Consultant
	Rewrote and updated guides for Windows-based OpenView network management software.	
1993 - 1994	Bay Networks Santa Clara, CA	Technical Writing Consultant
	Designed and wrote installation, reference, configuration, and user guides for ATM networking software and hardware on UNIX systems.	
1992 - 1993	Wyse Technology San Jose, CA	Technical Writing Consultant
	Wrote the installation, quick reference, and user guides for laptop, high-end and personal computers and displays.	
1990 - 1991	After Hours Software Van Nuys, CA	Technical Writing Consultant
	Designed and wrote the user guide for personal contact database software.	
1988 - 1990	Adobe Systems San Jose, CA	Technical Writer
	Planned and wrote user documentation for Adobe Type Manager, Adobe Illustrator, TrueForm and other application software for Macintosh and NeXT computers. Collaborated with engineers and product managers to design software features, dialog boxes, menus, and other user interface elements.	

Key Software Skills:

Microsoft: Word, PowerPoint, Publisher, VSS, Excel,
 Adobe: FrameMaker, Acrobat, InDesign, Photoshop, RoboHelp, Captivate
 Techsmith: Camtasia Studio, Snag-it
 Version One, Balsamique (screen mock-up),
 Macintosh and Windows environments

Society for Technical Communication Awards

- 1996 International Technical Publications Competition. Award of Merit for *InTouch Diabetes Management Software User's Guide*
- 1995 Northern California Technical Publications Competition. Award of Distinguished Technical Communication for *InTouch Diabetes Management Software User's Guide*
- 1995 Northern California Technical Publications Competition. Award of Distinguished Technical Communication for *InTouch Diabetes Management Quick Reference*
- 1990 Northern California Technical Publications Competition, Award of Merit for *Adobe Type Library User Guide—NeXT Version*
- 1989 International Technical Publications Competition. Award of Distinguished Technical Communication for *TrueForm Quick Reference Card*
- 1989 Northern California Technical Publications Competition. Award of Distinguished Technical Communication for *TrueForm Quick Reference Card*

Education and Affiliations:

- University of Wisconsin – Madison, BA
- Member of Society for Technical Communication
- Edward Tufte Seminar *Envisioning Information*
- RoboHelp Advanced Course