

I've completed a wide variety of projects across different industries over the past 10+ years. Here's a collection of samples that showcase my skills in technical/UX writing, general content writing, information architecture, instructional design, and elearning development.

1. [Sage Bionetworks](#)

I helped create/revamp the help documentation for several of Sage Bionetwork's software platforms. I took what was previously a maze of disjointed articles and half-baked word documents and created several cohesive help sites. I designed the information architecture of the sites in a way that made the most sense for users to navigate, and wrote/rewrote articles in a friendlier, more approachable tone, using language that would be digestible to different levels of technical and scientific understanding. In addition, I created a style guide for the company to use in the future.

Below are links to a few of the help sites that I created/updated:

<https://help.synapse.org/docs/>

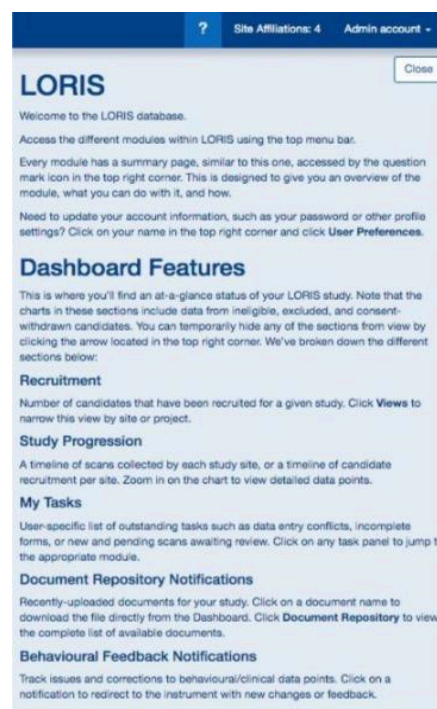
<https://help.adknowledgeportal.org/apd/>

<https://help.nf.synapse.org/NFdocs/>

<https://help.cancercomplexity.synapse.org/doc/>

2. [McGill Centre for Integrative Neuroscience \(MCIN\)](#)

I wrote the in-site help content for MCIN's flagship software used by neuroscientists and researchers around the world. The goal was to make it friendly, engaging, and of course helpful, while adhering to McGill's stringent academic writing guide. Here's a screenshot of the welcome message I wrote, as it appears in the software. I also created a comprehensive user guide.



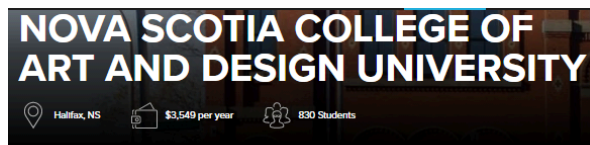
3. [Perspectium](#)

I revamped this tech company's massive, outdated knowledge base, including a migration from wiki format to Confluence, which involved rewriting articles and redesigning the whole information architecture of the website with the ultimate goal of user friendliness and accessibility.

[This is the docs site I created.](#)

4. [Xello](#)

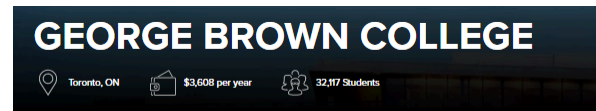
I wrote hundreds of career and post-secondary school profiles designed for students of all ages to explore their potential future options. Below I've pasted a couple screenshots of these profiles as they appear on Xello (which is password protected).



Are you hoping to attend an established art school in Eastern Canada? Nova Scotia College of Art and Design (NSCAD) University has been educating students in the arts since 1887. Today, NSCAD has three campuses spread across downtown Halifax, each with its own charm. The newest addition is the Port Campus, which offers an unmatched view of the harbour. It's just one of the places you might find inspiration!

NSCAD students have the option of three undergraduate degrees: arts, design, or fine arts. Your program will begin with more general courses, as you figure out where your interests lie. After 1 or 2 years of study, you'll likely have an area of focus for your degree. Whether it's rooted in art, design, or historical and critical studies, you have time to find your passion. Because the school is so well-established, it has strong connections with the local arts community and beyond. NSCAD often brings world-renowned artists and lecturers to Halifax to motivate students. The school is also breaking boundaries with its facilities and equipment. One example is the sophisticated ceramics facility. Here, you'll get to use "green" kilns designed to conserve fuel.

NSCAD doesn't have any residences, but there are services designed to make house-hunting easier. Check out the housing listings curated by the school. Or, apply to stay in residence at nearby Saint Mary's University. Student life at NSCAD is community-driven and dynamic. Think about joining a student collective or a club to unite with people on common issues and activities. If you want to start your own club, you just need to get 10 signatures from students and you're good to go! Plan to spend your time at NSCAD surrounded by supportive peers and instructors, as well as the beauty of Halifax.



Are you looking for a diverse college in Toronto with a large selection of academic options? Serving close to 30,000 full-time students, George Brown College is a big name in Toronto education and training. Emphasis is placed on hands-on experience so you can get a head start on a career. In fact, George Brown has a graduate employment rate of around 85%, the highest rate in the Greater Toronto Area (GTA). Plus, living in Toronto gives you access to top employers and fantastic networking opportunities.

As a student here, you have more than 150 academic programs to choose from. From bachelor degrees to certificates, diplomas to apprenticeships, George Brown has options. Almost every program at this college offers some form of field education. It plans to reach 100% of programs with this component over the next few years. The college also gives you access to the most modern facilities and technologies right on campus. For example, if you're in a Health Sciences program, you may use The Simulation Centre. This recreated hospital setting has advanced mannequins, allowing you to get close to "patients." Similar simulation facilities are available for other programs and courses. The college has a huge continuing education program, which supports students as they fit education into their busy lives.

Student life is thriving at George Brown. The college has three campuses in downtown Toronto, Canada's biggest city, so there's a lot to explore. You will also find many events and clubs right on campus. You may want to join a few of the student interest groups, which range from anime to yoga and everything in between. When it's time to get serious about career planning, you can visit a Career Centre advisor or a career coach. Whatever career you're passionate about starting, George Brown has the resources and support to get you there.

5. The McGill Tribune

This was over ten years ago, but I thought I'd include a sample of the writing I did for my university paper. I wrote for the A&E section, interviewing musicians and critiquing concerts and movies. [Here's an example.](#)

6. [Centennial College](#)

Finally, I've included a sample from a course that I created for Centennial College's Professional Writing post-graduate program. This is a self-paced course that students of all ages take online as part of the program. (Included on the next page).

Week 1

Intro – Creating Speeches and Presentations

Introduction

Hello! Welcome to this course on presentations and speech writing. At its core, this course is about learning how to connect speakers with audiences. Notice a theme here? As with all writing, preparing presentations and writing speeches is about connecting to the right audience. However, writing intended to be spoken aloud is much different from writing to be read. Writing for the ear requires a specific understanding and set of skills, which you'll learn in this class. You'll build professional presentations, write compelling speeches, and even grow your public speaking skills.

Developing fundamental speaking and presenting skills is essential, regardless of your job. Speeches and presentations are used by leaders in business, government, politics, non-profit organizations, etc. But... these skills are also very important (and often overlooked) on an everyday basis. Whatever your future work environment looks like, you will likely be involved in daily stand-ups, team updates, project meetings, etc., where you will be expected to present for a certain number of people. This takes skills!

Here are the learning outcomes for the course in general:

- Identify and apply the components of an effective presentation or speech
- Prepare presentation materials using industry tools and best practices
- Write and deliver professional-quality speeches and presentations
- Produce accessible, gender-neutral writing, without bias

This week, we're kicking things off by introducing the idea of creating presentations and writing speeches as part of your career. We'll talk about the strategic value of speeches and presentations to an organization. We'll take a look at audience analysis—as you've learned, this is a big part of any writing. Finally, we'll look at the writing process—from invite, to drafting, to delivery. Let's get into it.

Learning Outcomes

- Recognize the theory of rhetoric and introduce key concepts of "writing for the ear"
- Describe the strategic value of speeches/presentations as part of an organizational communications program
- Analyze audience and stakeholders
- Recognize the writing process and distinguish between different types of speeches and presentations
- Explore strategy, planning, research, and development of key messaging
- Explore the relationship between speaker and writer

Content

The main takeaway from this first class will be this: **presentations and speeches succeed when they connect with the audience.** At the end of the day, this human-level connection is what matters most. It's not about tech toys, flashy visuals, fun games... it's just about **talking to people.** It's about being aware of and attentive to what the people want. This is true of both **writing** and **presenting.** Lucky for you, this class covers both! Whether you're writing a speech for someone else or delivering your own presentation, you must connect to your audience.

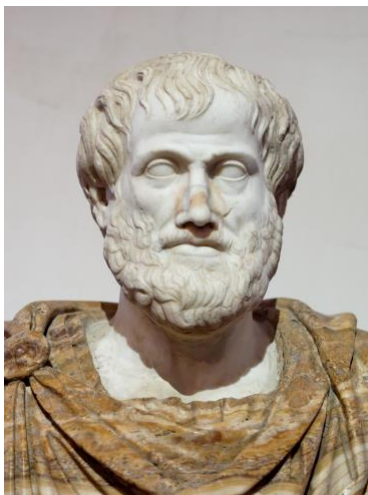
A Brief History of Rhetoric

What is **rhetoric**? This Shakespearean-sounding word is the art of **persuasion through discourse.** As Google tells us, rhetoric is defined as *"the art of effective or persuasive speaking or writing, especially the use of figures of speech and other compositional techniques."* It's one of the three ancient arts of discourse, along with grammar and logic. Classical philosophers thought the skilled use of rhetoric was essential to the discovery of truth, because it provided the means of ordering and clarifying arguments. Compared to other styles of discourse, the aim of rhetoric is to **inform, persuade, or motivate particular audiences in specific situations.**

Enter: Aristotle. Student of Plato. Teacher of Alexander the Great. From 384-322 BC, this guy was the coolest in the world. Probably. He wrote a treatise (see, so cool) called *"The Art of Rhetoric,"* the influence of which is still felt today in the domain of civic affairs (politics, courts, legislature, business).

Aristotle identified **three means of persuasion:**

1. LOGOS: reason logically
2. ETHOS: understand human character and goodness
3. PATHOS: appeal to emotions and imagination



That's him! Source: Wikipedia

NOT FOR REUSE

A Legendary Speech: *I Have a Dream*

This is the perfect example of powerful storytelling. It's all about the delivery. We're talking about Martin Luther King's legendary speech at the [March on Washington for Jobs and Freedom](#) in Washington, DC on August 28, 1963.

First, a bit of background. This march was one of the largest political rallies for human rights in American history, with around a quarter of a million people in attendance. The planning of the march was wrought with lots of disagreement. Many people condemned the march altogether. Ultimately, the march happened on August 28, followed by an impressive list of speakers that included a range of leaders and activists. MLK was scheduled to speak last—the final of ten speeches; not ideal. On top of these precarious conditions, the speech that he wrote wasn't solid. Apparently, writing this speech came with a ton of struggle; distractions, late drafting, bad advice. A classic writer's dilemma! It's said that just 12 hours before the speech, MLK still wasn't sure what he was going to say.

Of course, we all know this speech. It wasn't a failure. It was amazing; moving; powerful; eloquent. This speech is now considered to be the highlight of the march, and a masterpiece of rhetoric that will never be forgotten. How did he do it?

Let's take a look:

<https://www.youtube.com/watch?v=I47Y6VHc3Ms>

(embed video in ecentennial)

MLK knew his audience, and he knew it well. He took this expertise and ran with it. Well, he spoke with it. He also spoke with passion, compassion, warmth, credibility, and with **emotion**. So. Much. Emotion. He connected with the people.

At some point, MLK stops reading from his pre-written speech and begins improvising. This is the best part of the speech. This tells us about the power of delivery. What did MLK do remarkably well?

- **Perfect pacing** – he takes his time so the points really stick
- **Eloquence** – he clearly has technical skills as a speaker; comes across confident
- **Emotion** – his devotion to the cause—to the people—is made VERY clear. He offered hope to everyone. This inclusiveness is really felt in his heartfelt emotion.
- **Focus** – MLK is talking directly to the audience. He's in the moment.

The delivery was spot-on, but let's dissect the speech itself, which is divided into two main parts.

The first part of the speech sets up the second part. Part one is about today. The way things are. He talks about the idealized America, the "American Dream", compared to his own portrayal of the reality—the American nightmare of racial injustice. MLK paints a vivid picture of the plight of African Americans and the truth about the civil rights movement. He winds this idea of "now" into the idea of "now is the time," which begins the second part of the speech.