

# Lee J. Reamsnyder

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## Experience

### **Web Developer** *May 2011–present*

IBM Rational Software *Durham, North Carolina*

- Converted design comp to interactive site under extreme deadline
- Reorganize, redesign, and update existing site content
- Replace static HTML with a content management system
- Create templates and code snippets for reuse when adding new content
- Implement best practices in coding and design for accessibility and usability
- Track metrics and social media presence and present findings to management

### **Information Developer** *October 2008–present*

IBM Rational Software *Durham, North Carolina*

- Designed and developed a flexible and interactive guide to help customers install or upgrade enterprise software in a variety of complex scenarios
- Write customer-focused software documentation and assistance for enterprise-level software for asset storage and software development
- Write and produce educational videos that explain conceptual ideas and demonstrate difficult tasks and goals
- Collaborate with customers, software developers, and user experience experts to create intuitive and user-friendly interfaces
- Maintain, improve, and contribute to content management system and website for storing and presenting internal strategy and guidelines

### **Information Architect** *March 2008–October 2008*

IBM Rational Software *Durham, North Carolina*

- Investigated and improved the storage, presentation, and retrievability of internal documentation for software developers and technical writers
- Proposed and implemented a flexible, easy-to-use, and user-friendly content management system for internal documentation
- Examined the usability of existing tools through interviews with users, contextual observations, use cases, and content analysis
- Reorganized existing documentation to improve findability and retrieval

### **Website Design Consultant** *May 2007–September 2007*

Pittsburgh Tribune-Review *Pittsburgh, Pennsylvania*

- Redesigned the website for a major daily newspaper
- Researched and presented a variety of methods to improve the site's online identity, streamline content management, and increase site traffic
- Conducted online reader surveys and interviews with staff to determine how to improve users' experience with the website
- Conducted think-aloud user testing on the current site to explore usability and design concerns and made recommendations based on findings
- Presented several prototypes to stakeholders that implemented best practices for usability, accessibility, and design

### **Professional Writing Master's Student** *August 2006–December 2007*

Carnegie Mellon University *Pittsburgh, Pennsylvania*

- Developed and proposed a redesign for the Carnegie Mellon College of Electrical and Computer Engineering website
- Created a complete identity and multimedia design system for an organization that shares tongue-in-cheek personal finance advice

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## Portfolio

See my work at [leereamsnyder.com/portfolio](http://leereamsnyder.com/portfolio)

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## Tools

- PHP, CSS, & HTML
- JavaScript (jQuery, Dojo)
- ExpressionEngine
- Textmate/Coda/Transmit
- Photoshop
- LESS CSS framework
- Flash
- After Effects
- Illustrator
- InDesign
- ModX cms
- Camtasia

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## Education

### **MA Professional Writing** *December 2007*

Carnegie Mellon University *Pittsburgh, PA*

- 4.0/4.0 GPA
- Emphasis on information design and usability

### **BS Human Ecology** *June 2004*

Ohio State University *Columbus, OH*

- 4.0/4.0 GPA
- Minor in Economics

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## Coursework

- Online Information Design
- Writing for Multimedia
- Document Design
- Planning and Testing of Documents
- Communication Design
- Graduate Typography
- Writing Style
- Visual and Verbal Communication
- Professional and Technical Writing
- Organizational Management
- Communication in the Global Market
- Marketing

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## Miscellany

- I dabble in photography, both digital and film
- I have completed a marathon
- In an alternate universe, I would like to be a guitar god
- I listen to economics podcasts
- I use *way* too many semicolons; it's a serious problem