

WritersPlus

Technical Publications and Training Services

Lisa J. Kelly

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Publications Consultant

December 1989 to Present

Writers Plus, Inc.

Founded a publications consulting business with an emphasis on UX content writing and user research. Key clients include: Symantec, MLS Listings, Hewlett-Packard, Apple Computer, Adobe Systems, Adaptive Insights, and Juniper Networks.

Senior Technical Writer

May 2016 to March 2017

Palo Alto Networks

Wrote technical documentation and interface content for the company's VPN and SaaS security products.

Senior Principal Information Developer

April 2013 to May 2016

Symantec

Wrote content and created interface designs for the Trust Services User Experience team. Created and participated in user research projects for network security and application code signing.

Manager, Training and Technical Publications

September 1988 to December 1989

Quickturn Systems, Inc.

Founded the training and technical publications department for an ASIC emulation company. Responsible for supporting all customer education needs. This included classroom instruction, course development, user guides, and technical manuals. Prepared all associated staffing, budgeting, and scheduling.

Manager, Education Services

August 1986 to June 1988

StrataCom, Inc.

Managed all training and technical publications activities for a telecommunications start-up. Responsible for all phases of the publications process from initial book design through distribution. Duties included all associated staffing, budgeting, and scheduling.

Principal, Technical Support

March 1985 to April 1986

Cornerstone Designs, Inc.

Managed all technical support activities for a 5-person CAE start-up. Actively participated in all functions required to build and run a business, including venture capital presentations. Created initial corporate business plan. Served as primary interface to all outside legal and financial services.

Manager, Technical Communications

July 1981 to March 1985

Daisy Systems, Inc.

Managed the technical publications and customer training departments. Responsible for supporting all customer education needs. Developed the department from a one-person, start-up operation to a staff of 30. Responsible for staffing, budgeting, and scheduling.

Promotional Writer

September 1979 to July 1981

BTI Computer Systems, Inc.

Responsible for writing and supervising the production of BTI sales literature and sales aids. Projects included the creation of brochures, news releases, publicity kits, direct-mail pieces, and on-line demonstrations.

Marketing Communications Writer

September 1978 to September 1979

Calma Corporation

Responsible for writing and supervising the production of sales aids for Calma's GDS II product line. This included brochures, product specification manuals, and slide shows. Created and supervised the first GDS II advertisement campaign.

Education

BA, Mathematics

University of California, Berkeley
June 1978