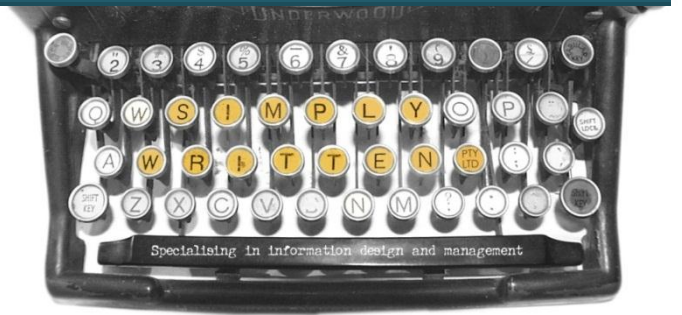


# Resume: Inge Lederer

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Simply Written Pty Ltd, ABN 98 145 602 544  
Specialising in  
information design and management



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I am the sole director of my company, Simply Written Pty Ltd and consult in tasks relating to information design. This includes technical writing, Word template development, copywriting, editing, web content development, instructional design, information architecture, content management, and more.

I am passionate about great outcomes for clients and teams and I am reliable and easy to work with. My aim is to make the next person's job easier.

I have a Graduate Diploma in Editing & Publishing (RMIT).

I live approximately 60 km from Melbourne and prefer a role that can be done on and off site.

## Skills, values, education & professional associations

### Skills

- I am able to conceptualise complex information and to communicate the information to non-technical team members, both in writing and verbally.
- I can work at the high level (e.g. designing the information architecture and metadata schema for new web developments) and at the detail level (e.g. mapping content flows for applications, designing web user interfaces and undertaking detailed writing and editing assignments).
- I work closely with customers to understand what's important to them, and make it a goal to establish trusting relationships.
- I plan and manage projects from needs analysis and estimation through to delivery and support.
- I have a keen interest in usability, and apply usability techniques where appropriate.
- I think laterally, particularly to solve problems and to generate ideas and options.
- I am a good strategist, and find it easy to decide between options and to make decisions.
- I have people-management, project-management and team-building skills.
- I adapt quickly to workplaces and tools, and apply existing learnings to new environments.
- I have a passion for language, grammar and usability.

### Values

- To pursue change that supports a company's current strategies and their end users' needs.
- To be given the responsibility and latitude to solve difficult problems.
- To work in or establish a harmonious team that delivers great outcomes.
- To work for a company with strong ethics, a clear vision and good environmental practices.
- To have the flexibility to work on and off site as agreed.

### Education

- Grad. Dip. in Editing & Publishing, RMIT, 2000–2001.
- Graphic design, RMIT, 1983.

### Professional associations

- Australian Society for Technical Communication (Victoria) Inc.
- Computer Human Interaction Special Interest Group, Victoria.
- Affiliate member of the Human Factors & Ergonomics Society of Australia, Inc.

## Employment history

### Director, Simply Written Pty Ltd, July 2008–present

I contract to the companies listed below. Some projects are ongoing; some are complete.

- **Victorian Government.**

Department of Education and Early Childhood Development (DEECD).

- Restructuring the Victorian Kindergarten Funding Policy Guidelines and editing business rules.
- Working with the Victorian team on information and visual design ideas for the National Quality Standard implementation due early in 2012.

Department of Sustainability and Environment.

- Writing an improved HR performance management process to support a system release, creating Word templates to mimic a new visual design, training the content owner in template use and writing principles, and collaborating with the team on best results for intranet publishing.

- **Federal Government.**

Department of Education, Employment and Workplace Relations (DEEWR).

- Working with the team to drive a consistent approach to developing content for the National Quality Standard. This is an extension of the work done initially with DEECD and involves creating content plans for major documents in the suite, creating templates for multiple authors to use to create consistent content, editing and proofreading, and arranging for the content to be indexed.

- **CareSuper.** Running the standard letter project, which includes project management, information architecture, developing email, letter and document templates, and writing a suite of standard letters.
- **Leadership Victoria.** Developing council (board) templates, reviewing current programs, developing a new strategic plan, developing a new leadership program, developing processes, creating application forms and conducting a knowledge audit.

- **Leadership Management Australasia.**

- Reviewing course material and assessing it for output to audio.
- Creating an in-house style guide and content planning/specifications templates.
- Editing the annual leadership survey book.

- **WorleyParsons.**

- Documenting global procedures for Oracle HR, finance and project management modules.
- Documenting the HRSmart eRecruitment tool.
- Writing and editing documents for the Canadian release of Oracle in 2011, and managing document publishing to the central knowledge store.

- **Talent2.**

- Editing SAP eLearning and training material for BHP Billiton.
- Workshopping HR payroll processes with BHP Billiton in Malaysia to determine global processes.
- Editing HR documents relating to the 1SAP implementation.
- Creating facilitator guides and participant workbooks for a Westpac customer service project.

- **Parisfirst Partners.**
  - Writing for the web, developing templates, working on information architecture projects, and managing projects particularly for documentation assignments.
  - Most recently I helped to devise the method for rewriting the Intellectual Property Australia website using a number of authors, and for managing the rewriting process.
- **Swinburne.** Co-lecturing and co-managing 'Developing Technical Documents', an online unit in Swinburne's *Diploma in Technical Communication* (which ceased in 2010.)
- **Hansen Yuncken.** Writing business plans.
- **Quintessential Development Group.** Writing web content, brochure copy and standard letters.
- **Conexa.** Writing marketing collateral and user guides for e-Procurement and e-Commerce Software-as-a-Service products.
- **Senversa.** Developing report and proposal templates.
- **Mercy Health.** Developing Word templates for documents and certificates, and providing instructional text on how to use them.
- **Mercury Recruitment.** Updating eRecruitment user guides for administrators and end users.

### Web Development Application Manager, Coles IT, 2007–June 2008

I was responsible for web content and usability in a Coles IT web team. I managed a team of developers and content specialists who worked on intranet (IBM Websphere portal), internet (typically asp.net) and web application builds (typically Java). Tasks included:

- estimating
- monitoring team assignments and advising direction
- reviewing wireframes for quality and fit with standard approaches
- liaising with customers about risk and change management
- mentoring graduates
- leading a team
- contributing to process and standards development for builds and deployments
- coordinating and participating in usability activities, particularly on larger pieces
- introducing information architecture processes and usability reviews to the internet team.

### Producer, Coles Group, 2005–2007

I oversaw a number of Websphere portal community build assignments. Tasks included:

- estimating
- scheduling work, monitoring it and reporting financials
- writing and reviewing assignment documentation
- advising on information design and usability activities
- helping to manage change requests
- ensuring the support handover occurred correctly before closing assignments
- interviewing for resourcing.

### Senior Content & Information Analyst, Coles Myer Ltd, 2004–2005

I created portal pages on the company intranet (Websphere portal, with ILWWCM). Tasks included:

- gathering user and business requirements
- analysing user needs, site traffic and existing content
- designing the information architecture and metadata schema
- wireframing the site design and briefing portal developers on the build
- populating the initial content in the development environment
- testing the build and verifying it in production
- training customers in authoring then handing over to them to complete the content upload
- managing the assignment from inception through to deployment to production.

### Publishing Manager, Coles Myer Ltd 1998–2004

I led the Publishing arm of the Policy & Procedures Department. Tasks included:

- leading a team of editors, documentation administrators and systems administrators
- undertaking performance planning and individual development planning on a regular basis
- designing and implementing a document management system, its library and processes, and establishing positions to administer the system
- developing an intranet publishing model that used Coles Myer's infrastructure, and one that dynamically linked to the document management system and intranet
- developing the team to a point where they delivered consistent and high-quality results, and where each role was supported and successors existed
- working with IT to ensure non-standard software worked within the structured IT environment
- extending the department's services to include writing training, and web and hardcopy documentation usability reviews
- changing from a paper-based printing workflow to a .pdf workflow.

### Editor, Coles Myer Ltd, 1997–1998

I edited documentation for Coles Myer Ltd's Policy & Procedures Department. Tasks included:

- structurally editing and proofreading online and paper-based documents
- designing templates and cover artwork, and coordinating printing activities
- determining, writing and maintaining departmental style guides
- coaching writers.

### Technical Writer, Kmart Australia Ltd, 1993–1997

I produced user guides, reference material, project documentation, and usability and user-profiling documents. Tasks included

- planning writing projects and liaising with project leaders and end users
- conducting user profiling and assessment activities and testing draft documentation for usability
- writing and reviewing user documentation, and preparing documents for printing.

Work history before 1993 is available on request.

## Volunteer work

### Brotherhood of St Laurence, July 2008

Helped to validate their proposed intranet and internet site structures with users, and contributed to the recommendations for the organisation's suggested direction.

### Leadership Victoria, September 2008

Contributed to the development of the new mission and strategic plan.

## Software experience

- Microsoft Office 2010, including Visio
- FrameMaker 7.0
- Adobe Acrobat Professional 9.3
- SnagIt
- Lotus Workplace Web Content Management System for IBM portal (java version)
- Various web authoring applications, e.g. Google applications, Mr Site web, Wordpress and Windows Live
- Blackboard Academic Suite (learning management system)
- Help Development Kit
- Mindjet MindManager Pro 7.0
- RWD uPerform (editing only)
- FileNet Panagon document management system
- Mercury Quality Center

## Referees

Referees are available on request.