Alice Gebura

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Freelance Experience (partial)

Web Designer, Content Developer & Photographer

Smart Alice Web Design & Photography

I am the owner (since 2006) of a small business specializing in designing and building customized web sites. I develop written and visual content, including original photography, to emphasize the client's goals and audience. I code everything myself in HTML5, CSS3, and JAVASCIPT/JQUERY. I have expert Photoshop skills and entry-level skills using Adobe Premier for editing video. For details and client portfolio, please visit http://smartalicewebdesign.com/

Walker Art Center, Minneapolis, MN

Contract photographer for events and performances at the Walker, since 2014.

McNally Smith College of Music, St. Paul, Minnesota

- Rewrote the college view book based on interviews with academic chairs and college administration.

- Reviewed and edited all pages of the college web site for both content improvement and search engine optimization (SEO).

- Designed and built the web site for the McNally Smith College of Music Foundation.

Thompson Steele Production Services, Harvard, Massachusetts

- I was one of a team of six writers hired to develop the content for the *Performing with Microsoft Office* series of textbooks conceived by Iris Blanc of the New York City Board of Education. I was project lead, technical editor, and the writer for the MS Word and MS Access books.

- Writer for the *K-6 Explorations in Art* textbook series published by Davis.

Arity Corporation, Westborough, Massachusetts

- Wrote the user guide for @tlas, a software data mining and knowledge management product customized for the safety science area of the pharmaceutical industry. Wrote and coded HTML-based online help. Provided training documents and assisted with the training for beta testing.

- Wrote and coded HTML-based online help, press releases, and the product report for LexiLink, web-based software for managing the multiple lexicons and ontologies that support an Arity knowledge management environment.

- Rewrote Arity's web site content and developed story boards to reflect recent product developments and changes in the business strategy.

Hewlett Packard/Compaq Computer Corporation, Nashua, New Hampshire

Wrote the following manuals using SDML-based tools to generate online and printed documents:

OpenVMS floating-point arithmetic on the Itanium® architecture, a white paper describing floating point format differences between the Alpha and Itanium platforms and the options for reconciling these differences when porting software applications.

Compaq Secure Web Server Version 1.0 for OpenVMS Alpha (based on Apache) Installation and Configuration Guide, instructions for installing and configuring the Compaq Secure Web Server.

OpenVMS Version 7.3-1 New Features Manual, a manual describing the benefits and features of this version of the OpenVMS operating system.

OpenVMS Version 7.2-6C2 DII COE Installation Guide, instructions for installing this version of the operating system prepared specifically for the U.S. Dept. of Defense required adherence to military standards for terminology, formatting, and printing.

POLYCENTER Software Installation Utility Developer's Guide, a conceptual and reference guide for programmers writing installation and upgrade programs for applications running on OpenVMS systems.

Berklee College of Music, Boston, Massachusetts
- Wrote and designed internal newsletters about the Colleague administration system for the college community. Researched and wrote a post mortem on the implementation of Colleague.

- Documented the network, Web, business administration, and e-mail servers in the computer center.

Coda Music Technology, Inc., Eden Prairie, Minnesota
Wrote the *Vivace User's Guide for Windows*. Vivace is a software and hardware package for PCs and Macs that provides musical accompaniment for solo wind instruments. I used QuarkXPress to integrate text and illustrations for camera-ready copy.

Professional Employment

Technical Writer, Project Manager & Software Developer

Fredrickson Communications   1994-2000

As a member of the Fredrickson Communications consulting team, I was recognized for my ability to successfully bridge the communication gap between business managers and software developers to optimize application focus and design.

West Publishing, Inc., Eagan, Minnesota
Restructured the content on the company intranet site regarding their knowledge management strategy.

US Bankcorp, Inc., Minneapolis, Minnesota
Managed a team of writers and wrote user documentation for treasury management software. Developed content outlines and templates for three books for both terminal emulation and Windows users. Worked with engineering to track technical changes and their impact to the documentation. Coordinated client content reviews and oversaw implementation of feedback.

Federal Reserve Bank, District 9, Minneapolis, Minnesota
Managed server documentation project for systems administration.

American Express Financial Advisors, Inc., Minneapolis, Minnesota
- Managed definition and development of a client information database and workflow application for Domino/Notes. Coordinated team effort to define requirements. Facilitated cooperation and communication between departments in conflict over definition and ownership of business terms and processes. Designed test cases, documented end user testing, wrote implementation plan, and tracked functional changes. Wrote training and support tools and trained the service, marketing, and compliance teams to use the application in their areas.

- Managed development of internal business information system (InfoQuick) to track annuities transactions using Pilot Lightship software components. Tracked application development and implementation against schedule, cost, and performance. Developed and implemented executive training.

- Wrote training materials and programmed an online help system for an internal business information system (InfoQuick). Assisted technical leads in designing application user interfaces for clarity, usability, and visual effectiveness.

- Wrote features/benefits documentation for executive audience and internal communications.

  I worked for the following clients as a **Lotus Notes application programmer**. Each project began with client meetings to develop business and technical requirements. In addition to building functions for accumulating and organizing data, my strengths included designing visually attractive, intuitive interfaces and creating highly usable keyword indexing for optimal database search.

3M Corporation, St. Paul, Minnesota
- Designed and built a financial standards database for the corporate intranet using Domino/Notes.

- Designed and built an online documentation database for the Employee Assistance Resource Center for the corporate intranet using Domino/Notes.

- Developed a procedures and reference database for financial software training for the corporate intranet using Domino/Notes.

Principal Technical Writer

Digital Equipment Corporation, Nashua, NH   1991-1994

- Wrote and programmed online help, user manual, and programmer reference for the POLYCENTER Licensing System (PLS) for Windows NT. Wrote a conceptual overview on the benefits of PLS, step-by-step procedures for end users, and descriptions of the functions and tools used by third-party application programmers.

- Wrote internal network documentation for the PATHWORKS/DECnet licensing system.

- Project manager for Alpha OpenVMS documentation set, versions 1 and 6. Coordinated with engineering, writers, and manufacturing to plan, execute, and deliver over 100 books including installation guides, user guides, and reference manuals. Designed a way to build one documentation set to address both 32-bit and 64-bit operating systems. Oversaw initial print run of over 50,000 books. Pioneered delivery of entire documentation set in online format on CD-ROM.

- Project leader for VAX VMS documentation set, Version 5.4 (over 70 manuals).

Senior Technical Writer   1988-1991

Project leader for VAX VMS Installation & Operations Guides for entire line of VAX computers. Developed the writing standards and content design, and trained the writing team.

Education

Digital Photography Post-Production, Boston SMFA Continuing Education
Web Design: Intermediate, Boston SMFA Continuing Education
Fundamentals of Web Site Development, Harvard University Extension School

Graphic Design I, UMass Lowell, Continuing Studies
Technical Writing Certificate, Northeastern University
M.M. Music Theory, with honors, New England Conservatory of Music
B.M. Music Education, magna cum laude, Berklee College of Music

Split Rock Arts Program, University of Minnesota at Duluth
Writing Humor, with Dan Coffey
Writing Fiction, with Carol Bly

The Loft Literary Center, Minneapolis, Minnesota
Memoir
Beginning Fiction
Novel Writing, with Alexis Pate
Screenwriting (2 semesters)
Writing the Short Story (2 semesters)
Intermediate Fiction (3 semesters)
Novel Writing, with Linda Rice
Novel Writing, with Mary Gardner

References and writing samples available upon request