

Jason Hall

Writing Instructional Design Technical Instruction

Profile

Over 15 years of technical writing, training, and instructional design experience to clients including BCLC, Webtech Wireless, WorkSafeBC and Health Canada.

Go-to resource person for developing documentation standards (style guides, templates, branding guides, lesson plans, assessment rubrics and more).

Excellent English writing and editing skills for creating engaging audience-focused documentation, web-based copy, video storyboards, news releases, and case studies.

Developing visual and compelling marketing content that helps sales staff reach customers.

Experience

British Columbia Lottery Corporation 2016 – present

TECHNICAL WRITER

Design a B2B document solution out of complex and technical internal source materials. Work with project managers, developers, engineers, and training subject matter experts to identify audience and scope of documentation for process guides, SDKs, field technician guides, technical specifications, and more. Work with management to strategize and organize partner documentation solution. Construct new templates, style guides, and other tools to establish clear brand standards for all materials by diverse content developers.

"Yesterday in our working sessions with our inter-provincial customer, they complimented the product Document Suite. Not only are they starting to realise what a powerful set of documents it is for them, but they also said it presented a really professional image for our product — in fact, they asked if our actual product was as mature as we're making it look. Great work!" —Jon Chapman CEng PMP, Project Manager, BCLC

British Columbia Institute of Technology 2007 – present

TECHNICAL WRITING INSTRUCTOR

Ten years of classroom experience as core instructor for the Technical Writing Certification program. Using learning objectives and ADDIE model to develop courseware: Analysing learner needs, designing lesson plans, developing learning assessments and evaluation tools according to criteria and rubrics, implementing blended learning (instructor-led training (ILT) and computer-based training (CBT)), and evaluating effectiveness of learning against learning objectives and criteria.

"I felt challenged in Jason's class and I credit him with helping me to develop the level of organization and precision I needed to succeed as a technical writer. He is an inspiring educator, and I look forward to encountering him in future courses." —Helen Dudley, BCIT student, 2012

BC Provincial Renal Agency 2014 – 2016

INSTRUCTIONAL DESIGNER/TECHNICAL WRITER

Implemented ADDIE training plans for instructor-led training (ILT) and computer-based training (CBT), including developing style guides, templates, branding guidelines, and standardized documentation tools. Developed single-sourced knowledge base content to ensure consistent IT documentation (and wrote Madcap Flare proposal to solve organization's single-source challenges).

"Jason is able to bridge the worlds of IT and healthcare, crafting messaging about clinical information systems that is clear and easy-to-understand for a range of care providers, from administrators to front-line staff." —Gloria Freeborn, Director of Strategic Organizational Development, BC Renal Agency, 2016

Webtech Wireless 2011 – 2014

TECHNICAL MARKETING WRITER

Developed marketing and web-based technical content, including hardware/software installation and end-user training guides for sales staff and on-site technicians. Researched and published marketing content on wireless GPS solutions for fleet management for diverse industries including transport, oil and gas, public works. Oversaw translation and localization of product information. Leveraged knowledge of HTML, CSS, and XML to create and measure SEO-friendly web content (keywords, landing pages, campaigns). Wrote the award application that won company its first-ever technology award.

"We have been making great software, but now with this award, we can call it award-winning software." —Scott Edmonds, CEO and President, 2012

WorkSafeBC 2009

ADULT EDUCATION CONSULTANT

Wrote and revised enterprise SoP manuals for province-wide claims management software roll-out. Coordinated and prepared training document updates. Tested training procedures to verify training data accuracy.

"Jason came in near the end of the project but quickly learned the software and was productive in a very short time. The material he produced was well thought out and explained the workflow logically and clearly. I'd recommend Jason for his exceptional teaching and writing skills, his ease with people, and his creativity. It's rare to find all these strengths in one person. Jason has them all!" —Maureen Kulak, Business Analyst, 2009

Selected Work Experience Prior to 2009

Technical Writer..... Clients included: Business Objects / SAP, Westech Information Technology, ACL Software, Alea Software, and Epic Data
Instructor Clients included: Vancouver Coastal Health Authority, Health Canada, and CDI Learning, Polar Bear Software Company
Instructional Designer..... Clients included: Future Shop /Best Buy Canada, Fincentric Corporation
Web Designer/Content Specialist..... Clients included: Turning Point Ensemble, Vancouver Men’s Chorus, Mop n’ Mow, and various individual professional sites

Education

Vancouver Community College Provincial Instructor Diploma Certification (2011)
Simon Fraser University Technical Writing (2001)
Banff Centre for the Arts Post-Graduate Music Studies (1991)
University of Toronto Bachelor of Music in Performance (1987)

Professional Development

Designing and Writing Online Help with Madcap Flare..... British Columbia Institute of Technology (2017)
Grant and Proposal Writing British Columbia Institute of Technology (2016)
Web Marketing British Columbia Institute of Technology (2014)
French Studies Alliance Française / Centre Culturel Francophone de Vancouver (2010 – 2014)
Business Analysis and Systems Design British Columbia Institute of Technology (2013)
PHP Web Programming British Columbia Institute of Technology (2009)
Agile Methodologies Langevin Learning (2008)

Selected Software Skills

Writing/Publishing Adobe Acrobat Pro, Adobe FrameMaker, Adobe InDesign, MS Word
Graphic Design Adobe Illustrator, Adobe Photoshop, MS Visio
Web Content Design Adobe Dreamweaver, CSS Edit, Wordpress
LMS/eLearning Madcap Flare, Adobe Captivate, Desire2Learn, Doc-to-Help, Moodle

Writing Samples

Corporate Success Story [Testing the Limits](#)
Mobile Technology [AVL Technology Ensures Levels of Service Goals](#)
Fleet Logistics..... [Cargo Temperature Monitoring Helps Reduce Hunger](#)
Technology Award Case Study..... [Troyer Ventures: Wireless Technologies Help Fleets Stay Competitive](#)
Community & Environment [Growing communities with community gardens](#)
Arts & Culture [“11” Questions for Ghosts of Wars Past](#)
Just for Fun..... [On the First Day: The Importance of Planning](#)