

Caroline Rose, Wordsmith

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Summary of Skills

- Ability to consult on a wide variety of issues related to publications
- Extremely high (award-winning) level of writing and editing skills
- Strong technical background and logical sense, yet an easily readable style
- Impeccable attention to detail (copyediting as well as developmental editing)
- Self-motivated, well-organized, and thorough approach; excellent in supervisory roles
- Ability to evaluate and improve virtually any writing or writers
- Speed and adaptability; fast learner of new applications and technologies

Highlights of Experience

- Extensive writing and editing of books and Web content for developers and end users
- Lead editorial and supervisory role for documentation suites and a technical journal
- Creation and maintenance of numerous editorial style guides
- Review and evaluation of documentation, writers, and related processes
- Publications group management under Steve Jobs
- Involvement in design of end-user and programming interfaces
- Programming, from assembly language to object-oriented programming

Employment History

5/97–present: Self-employed

Partial list of clients and projects:

- **Adobe:** Coauthoring the *PDF Reference* and *PostScript Language Reference* books
- **AMD:** Evaluating and editing documentation and presentations related to new hardware products
- **Apple:** Writing and editing documentation for Mac OS X software developers
- **Apress:** Editing books for software developers
- **Bare Bones Software:** Editing the user manual for the BBEdit 7.0 text editor
- **BigFix** (later part of **IBM**): Editing the administrator's guide for a security and systems management product
- **Collaxa** (later part of **Oracle**): Writing and editing documentation about tools for integrating Web Services with BPEL
- **Genentech:** Editing reports to be sent to the FDA
- **Group Computing** (later *e-Pro Magazine*): Editing articles about collaborative software
- **HotPaw Productions:** Writing user documentation for iAutoharp, an iPhone application
- **Institute for the Future:** Editing reports written by futurists at this non-profit research group
- **Kinoma** (later part of **Marvell**): Writing and editing user documentation for a mobile media browser and developer documentation for a related toolkit based on XML and ECMAScript
- **Leadership Learning Community:** Editing leadership development publications
- **Logitech:** Editing user's guides and marketing copy for new products

- **Marimba** (later part of **BMC Software**): Writing the *Castanet Glossary*; creating a 70-page style guide for the documentation department; editing developer documentation
- **Netscape** (later part of **AOL**): Editing technical articles and occasionally writing an article or editorial for their online magazine for developers
- **Nokia**: Reviewing and editing documentation for the Series 60 application development platform; creating a style guide for all of Nokia's developer-related content
- **PSS Systems** (later part of **IBM**): Editing the administrator's guide for a document retention system
- **Rational Software** (later part of **IBM**): Editing technical articles and courseware for Rational developers; creating a style guide for all such content
- **SkyPilot Networks** (later part of **Trilliant**): Editing documents for users and administrators of SkyPilot's wireless broadband solution
- **Sony Computer Entertainment America (SCEA)**: Consulting, writing, and editing to develop standards for documentation and on-screen messages written by SCEA engineers
- **TidBITS**, the Macintosh online newsletter: Editing ebooks in their *Take Control* series
- **TiVo**: Editing a guide about developing clients for a new web services platform

Also guest-lectured at a University of California, Santa Cruz, technical writing course (in 5/02).

2/91-3/97: Apple Computer, Inc.

Editor in chief of *develop*, *The Apple Technical Journal*, a 128-page in-depth technical journal for Apple-platform developers, published quarterly in print and on the Web. Responsible for all aspects of *develop* up to production.

- Defined and documented the process
- Gathered the content
- Determined the schedule
- Wrote guidelines for authors, contract editors, and other contributors
- Supervised and reviewed editing and layout done by contractors
- Edited articles
- Wrote the editorial

2/86-1/91: NeXT Computer, Inc.

Manager, writer, and editor of end-user and developer documentation. Established the Publications department (eventually 10 members) under Steve Jobs. Coauthored and edited manuals for NeXT software, as well as the first user manual for WriteNow For Macintosh (later ported to the NeXT platform). Also served as product manager for WriteNow For Macintosh. In 3/90, became company-wide editor in chief: edited manuals, online help, and marketing materials; maintained the NeXT style guide; did document design and user interface review.

7/82-1/86: Apple Computer, Inc.

Lead writer, editor, and project supervisor of *Inside Macintosh* Volumes I through III (1400 pages of documentation for Macintosh software developers). In 5/85, became supervisor of Macintosh technical documentation projects, including an update of *Inside Macintosh*.

Previous Experience and Education

Technical writer and programmer at Tymshare, Inc.

B.A. cum laude, Mathematics, Queens College, City University of New York

Partial List of Publications

The following were written solely by Caroline unless indicated otherwise. Samples (and references) are available on request.

Documentation for developers:

- For Adobe: *PDF Reference*, Third Edition (Addison-Wesley, 2001) and *PostScript Language Reference*, Third Edition (Addison-Wesley, 1999) (coauthor and coeditor)
- For Apple: *Discovering Carbon: A Procedural Approach to Developing Mac OS X Applications* (coauthor); *Inside Macintosh* Volumes I through III (Addison-Wesley, 1985) (principal author and editor)
- For NeXT: *NeXT System Reference Manual* (coauthor and editor)
- For Marimba: *Castanet Glossary*
- For Collaxa: *Manipulating XML Documents in BPEL*
- For Nokia: *Designing Java Applications for Series 60* (editor)

Articles for developers:

- For Netscape: "Directories and LDAP: Universal Access to Directory Information," published online by Netscape and later in *Netscape DevEdge Web Developer's Library* (IDG Books Worldwide, 1999)
- For Rational Software: "Net Explorer and O Store," a case study, and "Quality on the Web—Who Cares?," an editorial
- For Apple: *develop*, *The Apple Technical Journal*, Issues 6 through 29 (1991–1997) (editor in chief)

User documentation:

- For HotPaw Productions: iAutoharp (iPhone application) instructions
- For TidBITS: Ebooks on Microsoft Word, GarageBand, Mac passwords, buying a Mac, maintaining a Mac, running Windows on a Mac, and switching to a Mac from Windows (editor)
- For Bare Bones Software: *BBEdit 7.0 User Manual* (editor)
- For NeXT: *Getting Started*, *NeXT User's Reference*, and *NeXT Applications* (coauthor and editor); *WriteNow For Macintosh* (author of reference chapters and editor)

Editorial style guides:

- *Forum Nokia Style Guide*
- *Marimba Documentation Department Style Guide*
- *Rational Developer Network Content Style Guide*
- *NeXT Style Guide*
- *Inside Macintosh Writer's Guide*

Awards

All awards are from competitions held by the Society for Technical Communication.

For *develop*, *The Apple Technical Journal*:

- Award of Excellence, 1997 and 1993 international competitions
- Best of Category, 1996, 1995, and 1993 Northern CA competitions
- Award of Merit, 1996 international competition
- Award of Distinguished Technical Communication, 1994 international competition
- Award of Excellence, 1992 Northern CA competition

For *Inside Macintosh* Volumes I through III: Award of Achievement, 1986 Northern CA competition