

Caroline Rose, Wordsmith

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Summary of Skills

- Ability to consult on a wide variety of content-related issues
- 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)
- 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
- 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:** Coauthored the *PDF Reference* and *PostScript Language Reference* books
- **AMD:** Evaluated and edited documentation and presentations related to new hardware products
- **Apple:** Wrote and edited documentation for Mac OS X software developers
- **Apress:** Edited books for software developers
- **Bare Bones Software:** Edited the user manual for the BBEdit 7.0 text editor
- **BigFix** (later part of **IBM**): Edited the administrator's guide for a security and systems management product
- **Collaxa** (later part of **Oracle**): Wrote and edited documentation about tools for integrating web services with BPEL
- **Genentech:** Edited reports to be sent to the FDA
- **Group Computing** (later *e-Pro Magazine*): Edited articles about collaborative software
- **HotPaw Productions:** Wrote user documentation for iAutoharp, an iPhone app
- **Institute for the Future:** Edited reports written by futurists at this non-profit research group
- **Kinoma** (later part of **Marvell**): Wrote and edited user documentation for a mobile media browser and developer documentation for a toolkit based on XML and ECMAScript
- **Leadership Learning Community:** Edited leadership development publications
- **Logitech:** Edited user's guides and marketing copy for new products
- **Marimba** (later part of **BMC Software**): Wrote the *Castanet Glossary*; created a 70-page style guide for the documentation department; edited developer documentation
- **Netscape** (later part of **AOL**): Edited technical articles; occasionally wrote an article or editorial for their online magazine for developers

- **Nokia:** Reviewed and edited documentation for the Series 60 application development platform; created a style guide for all of Nokia's developer-related content
- **PSS Systems** (later part of **IBM**): Edited the administrator's guide for a document retention system
- **Rational Software** (later part of **IBM**): Edited technical articles and courseware for Rational developers; created a style guide for all such content
- **SkyPilot Networks** (later part of **Trilliant**): Edited documents for users and administrators of SkyPilot's wireless broadband solution
- **Sony Computer Entertainment America:** Did consulting, writing, and editing related to developing standards for documentation and online messages
- **TidBITS** (later **Take Control Books**): Edited ebooks on subjects including maintaining a Macintosh, GarageBand, passwords in Mac OS X, and running Windows on a Macintosh
- **TiVo:** Edited 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 ten 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). 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-III (1400 pages of documentation for Macintosh software developers). In 5/85, became supervisor of all 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.

Documentation for developers:

- For Adobe: *PDF Reference*, Third Edition (Addison-Wesley, 2001) and *PostScript Language Reference*, Third Edition (Addison-Wesley, 1999) (coauthor; coeditor)
- For Apple: *Discovering Carbon: A Procedural Approach to Developing Mac OS X Applications* (co-author); *Inside Macintosh* Volumes I-III (Addison-Wesley, 1985) (principal author; 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 and in *Netscape DevEdge Web Developer's Library* (IDG Books Worldwide, 1999)
- For Rational Software: case study, "Net Explorer and O Store," and editorial, "Quality on the Web—Who Cares?"
- For Apple: *develop*, *The Apple Technical Journal*, Issues 6–29 (1991–1997) (editor in chief)

User documentation:

- For HotPaw Productions: iAutoharp (iPhone app) instructions
- For TidBITS: *Take Control of Buying a Mac*, *Take Control of Maintaining Your Mac*, *Take Control of Making Music with GarageBand*, *Take Control of Passwords in Mac OS X*, *Take Control of Running Windows on a Mac* (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; 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-III: Award of Achievement, 1986 Northern CA competition