

Statement of Purpose of Bronagh Moynihan

Throughout my career I have gained insight into how the transfer of information can shape not just our understanding, but how we relate to one another and our environment. While working as a research assistant with the Malaria Consortium in Uganda, I was involved in data gathering that formed the basis of many of the organization's reports and future strategy development. This role highlighted the importance of good source material in developing documentation. In my role as a process manager, my job was to take large data sets and create reports for various stakeholders; this introduced to me the importance of considering end user experience when structuring reports. These skills have been invaluable in my career as an information developer.

I began work as a technical writer in 2016 in the legal compliance team of a software provider. In this role I learned the basics of technical communication and information design. My goal now, is to advance my knowledge further and become a Senior Information Developer. Attaining a professional certificate in information development is an important step in advancing my career as well as expanding my knowledge of the industry. To date, many of the projects I have worked on have focused on taking complex source texts and creating concise, readable documents and manuals. I would like to explore how the use of multimedia can enhance these documents, and how communicating technical information can be made easier through diverse media formats.

In my current role I use DITA XML to author, edit and publish content. Using templates, I work on educational material that's regularly updated and used by clients around the world. As such I am aware of the benefits of using single source content, and I am interested in deepening my knowledge of XML at both a functional and theoretical level. In order to effectively use the latest tools, it's important to understand the technology, not just use it to carry out tasks.

I recently began working with a new employer as an information developer at an intermediate level, this affords me extra autonomy over projects and development of content, and has made me more determined to become a Senior Information Developer. Working in a team integrated with senior and junior technical writers, subject matter experts and project leads, I have learned more about information architecture and strategy. As someone who began working as a technical writer without any formal certification or training, I believe this course is critical to addressing any (known or unknown) gaps in my knowledge. Though there are advantages to learning through experience, learning is rarely complete without some formalized education in best practices and industry standards.