

# Portfolio

Adam Pugsley



# Contents

About Me .....	4
Skills.....	5
Education.....	5
Certifications & Awards .....	5
Experience .....	6
FrostWire 6 User Guide .....	7
Creating a Memory Test Using PsychoPy .....	10
Plain Language Improvements .....	12
Whitepaper: Brain-Computer Interfaces .....	14
Contact.....	16

I make complex information easy to understand.



## Adam Pugsley

Certified Professional Technical Communicator  
Toronto, Canada.



## About Me

Let's face it: you're probably too busy to spend extra time working on your documentation.

Quality documentation is crucial for any organization, as it leads to satisfied clients, accessible information and less time spent on training and customer support.

As a technical communicator, I can help you to improve your documentation strategy and eliminate the confusion, miscommunication and headaches that result from low-quality documents. I can act as an advocate for your customers and users and provide them with the information they need, when they need it.

# Skills

Technical Writing

Editing

HTML

CSS

MadCap Flare

Adobe  
Framemaker

Help  
Documentation

DITA

Structured  
Authoring

Content Strategy

Information  
Architecture

Instructional  
Design

Adobe InDesign

Adobe RoboHelp

Adobe Captivate

Adobe XD

Web Help

UX Design

Snagit

Microsoft Office

# Education

Seneca College, Toronto  
Graduate Certificate, Technical Communications  
May 2021-Current

York University, Toronto  
Honours BA in Cognitive Science  
2015-2020

Durham College, Oshawa  
Sports Administration  
2013-2015

# Certifications & Awards

Certified Professional Technical Communicator (CPTC)

Society for Technical Communications Member

York University Continuing Student Scholarship

Durham Region Chairman's Award Scholarship



# Experience



Rotman Research Institute (Baycrest)  
Honours Thesis Research Project  
July 2019 - March 2020



The Excalibur, York University  
Contributing Writer  
2017



Chart Attack (Music Blog), Toronto  
Music Journalist  
2016



BlogTO, Toronto  
Content Writer  
2016



Evolve Camps, Toronto  
Web Content Writer  
2016



Shift Transit/Bike Share Toronto  
Field Mechanic  
October 2020 - August 2021



# FrostWire 6 User Guide

FrostWire is an open-source, peer-to-peer BitTorrent software. They didn't have a user guide, so I wrote one using Adobe FrameMaker.

## Project goal

The aim of this project was to create a high-quality user guide that covers the full functionality of the software. Good documentation anticipates the needs of the user. I kept that in mind while creating this guide

## Key Takeaways

- Used Adobe FrameMaker and MadCap Flare to create a print-ready user guide and an online help website.
- Created a user-friendly information architecture.
- Used plain language principles resulting in a clear and concise style.
- Included relevant graphics with callouts and labels.
- Created a fully interactive PDF version.

## Shutting Down FrostWire

You can shut down FrostWire from the File menu in the toolbar. To shut down FrostWire, select either Close or Exit from the File dropdown menu in the toolbar.

## Using the View Menu

The View dropdown menu in toolbar has several options for changing FrostWire's appearance.

### Changing to Search/Transfers Split Screen View

If you would prefer to have your transfers permanently visible within FrostWire, you can change to the Search/Transfers split screen view.

With FrostWire set to the Search/Transfers split screen view, the Transfers Tab is replaced with a Transfers section that is permanently visible.

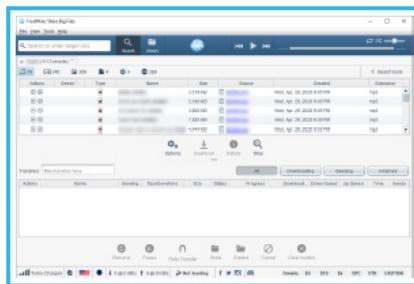


Image 6.1: The Search/Transfers split screen view

To change to the Search/Transfers split screen view:

1. Click View in the toolbar.
2. Select Search/Transfers split screen from the dropdown menu. A message box displays informing you that you need to restart FrostWire for the change to take effect.
3. Click OK to close the message box.
4. Close FrostWire.
5. Reopen FrostWire. The Search/Transfers split screen view is now active.

Each topic features conceptual information to aid the reader.

Tasks are written in a clear plain language style.

Helpful images are featured frequently throughout the user guide.

The web-help version of the user guide is fully searchable.

The screenshot shows the FrostWire web-help interface. At the top, there's a navigation bar with the FrostWire logo, a search bar, and a menu. Below it is a sidebar with a tree view of help topics. The main content area is titled "Viewing Search Results". It contains a section about search results tabs and a screenshot of a search results table with columns for Actions, Seeds / Type, Name, Size, and Source. Red arrows point to the "Search results tabs" header, the "File type filters" dropdown, and the "Column headings".

**About This Guide**

**Getting Started with FrostWire**

**Using the Search Tab**

- About the Search Tab**
- Using the Search Bar to Search for Files**
- Viewing Search Results**
- Downloading a File**
- Using the Search Tools Sidebar**
- Using the Transfers Tab**
- Using the Library Tab**
- Using the Media Player**
- Using the Toolbar**
- Using the Options Dialog**

**Viewing Search Results**

After using the search bar to search for a file, the results of your search are displayed in the Search Tab. Search results are stored in a search results tab. FrostWire allows you to conduct multiple searches and keep multiple search results tabs open at the same time.

The components of the Search results tabs.

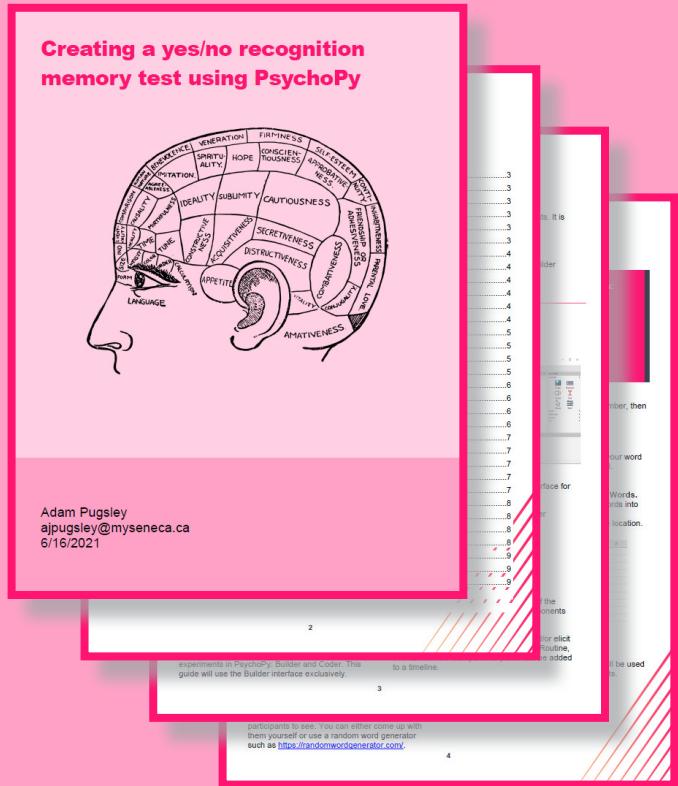
Within a search results tab, the column headings display the following information for each file:

- Available actions
- Number of seeds
- File type
- File name
- File size
- Source
- Date created
- Filename extension

Powered by MadCap® Software

A convenient side navigation menu is featured.

Each help topic is converted into a web page.



# Creating a Memory Test Using PsychoPy

PsychoPy is an open-source software tool used to create psychology and neuroscience experiments. I wanted to write a document that walks users through the task of creating a recognition memory experiment using the software. For this project, I used Microsoft Word.

## Project goal

The aim here was to create an easy to follow guide that is both informative and visually appealing.

## Key Takeaways

- Features a variety of helpful screenshots captured and edited with SnagIt to assist readers.
- Uses the concept, task and reference information structure.
- Solves a problem for users of PsychoPy and allows them to easily create their own experiment.

Helpful notes are featured throughout the guide.

The concept/task/reference structure is used throughout.

## Creating the trials Loop

The trials Loop is the part of your experiment where participants will study the words you have chosen for them.

### Creating the text display

1. In the Flow panel, select **Insert Routine** and select **(new)** from the dropdown menu.
2. Name the new Routine **StudyWord** and select **OK**.
3. In the Flow panel, select the black circle to the right of the Welcome Routine to insert the new Routine to the timeline.
4. In the Routines panel, select the **StudyWord** tab to view the new Routine.
5. In the Components panel, select **Text**.
6. In the Name box of the text Properties window, type **WordItem**.
7. In the Start box type **0.5**.
8. In the Stop box type **2.0**. This will display the word on screen for 2 seconds.
9. In the Text box type **\$Word**.

*Note: you can also view a Routine by selecting the Routine in the Flow panel.*

*Note: This is used to link your word list Excel file to the PsychoPy Builder.*

10. Select **OK** to create the new Word Component.

### Creating the fixation point

1. In the Components panel, select **Text**.
2. In the Name box of the text Properties window, type **FixationPoint**.
3. In the Start box type **0.0**.
4. In the Stop box type **0.5**.
5. In the Text box type **+**.
6. Select **OK** to create the new FixationPoint Component.

## Creating the Loop

1. In the Flow panel, select **Insert Loop**.
2. Select the black disk to the right of the StudyWord Routine, and then select the black disk to the left of the StudyWord Routine.



Figure 5: Inserting the study trials Loop

3. In the Name box of the Loop Properties window, type **StudyTrials**.
4. In the nReps box, type **1**.
5. Select the **Specify File** button to the right of the Conditions box.

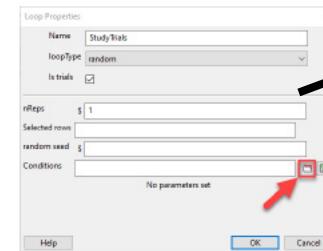


Figure 6: Selecting the Specify File button

6. Navigate to your word list Excel file and select **OK**.

*Note: You should now see text indicating the number of conditions (words) in your word list, as well as one parameter called **Word**.*

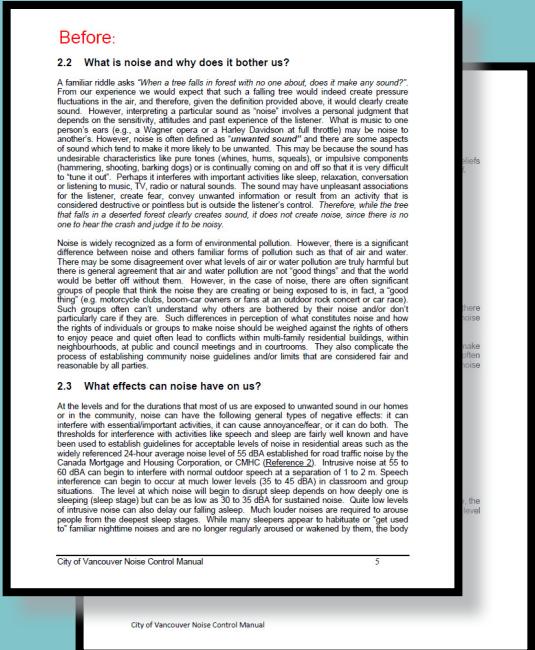
7. In the Selected rows box, indicate the words from your word list that you want participants to study by typing a subset of rows for your word list file.

*Note: You should present participants with half of the total number of words in your word list. The first row is 0, not 1.*

6

Annotated images aid users in interacting with PsychoPy's UI.

# Plain Language Improvements



Does your documentation look like this? The wall of text shown on the next page was taken from the City of Vancouver's Noise Control Manual. It's difficult to read, full of irrelevant information, and far too long.

## Project goal

I wanted to improve the readability of the text by rewriting it using plain language best practices.

## Key takeaways

- Less is more. I kept only what was essential.
- I broke the text down into digestible chunks, and used whitespace to make it easier to scan for information.
- As a result of my work, the document is much more effective in delivering the information.

The original document is lengthy, confusing and ineffective.

## Before:

### 2.2 What is noise and why does it bother us?

A familiar riddle asks "When a tree falls in forest with no one about, does it make any sound?". From our experience we would expect that such a falling tree would indeed create pressure fluctuations in the air, and therefore, given the definition provided above, it would clearly create sound. However, interpreting a particular sound as "noise" involves a personal judgment that depends on the sensitivity, attitudes and past experience of the listener. What is music to one person's ears (e.g., a Wagner opera or a Harley Davidson at full throttle) may be noise to another's. However, noise is often defined as "*unwanted sound*" and there are some aspects of sound which tend to make it more likely to be unwanted. This may be because the sound has undesirable characteristics like pure tones (whines, hums, squeals), or impulsive components (hammering, shooting, barking dogs) or is continually coming on and off so that it is very difficult to "tune it out". Perhaps it interferes with important activities like sleep, relaxation, conversation or listening to music, TV, radio or natural sounds. The sound may have unpleasant associations for the listener, create fear, convey unwanted information or result from an activity that is considered destructive or pointless but is outside the listener's control. *Therefore, while the tree that falls in a deserted forest clearly creates sound, it does not create noise, since there is no one to hear the crash and judge it to be noisy.*

Noise is widely recognized as a form of environmental pollution. However, there is a significant difference between noise and other familiar forms of pollution such as that of air and water. There may be some disagreement over what levels of air or water pollution are truly harmful but there is general agreement that air and water pollution are not "good things" and that the world would be better off without them. However, in the case of noise, there are often significant groups of people that think the noise they are creating or being exposed to is, in fact, a "good thing" (e.g. motorcycle clubs, boom-car owners or fans at an outdoor rock concert or car race). Such groups often can't understand why others are bothered by their noise and/or don't particularly care if they are. Such differences in perception of what constitutes noise and how the rights of individuals or groups to make noise should be weighed against the rights of others to enjoy peace and quiet often lead to conflicts within multi-family residential buildings, within neighbourhoods, at public and council meetings and in courtrooms. They also complicate the process of establishing community noise guidelines and/or limits that are considered fair and reasonable by all parties.

### 2.3 What effects can noise have on us?

At the levels and for the durations that most of us are exposed to unwanted sound in our homes or in the community, noise can have the following general types of negative effects: it can interfere with essential/important activities, it can cause annoyance/fear, or it can do both. The thresholds for interference with activities like speech and sleep are fairly well known and have been used to establish guidelines for acceptable levels of noise in residential areas such as the widely referenced 24-hour average noise level of 55 dBA established for road traffic noise by the Canada Mortgage and Housing Corporation, or CMHC ([Reference 2](#)). Intrusive noise at 55 to 60 dBA can begin to interfere with normal outdoor speech at a separation of 1 to 2 m. Speech interference can begin to occur at much lower levels (35 to 45 dBA) in classroom and group situations. The level at which noise will begin to disrupt sleep depends on how deeply one is sleeping (sleep stage) but can be as low as 30 to 35 dBA for sustained noise. Quite low levels of intrusive noise can also delay our falling asleep. Much louder noises are required to arouse people from the deepest sleep stages. While many sleepers appear to habituate or "get used to" familiar nighttime noises and are no longer regularly aroused or wakened by them, the body

City of Vancouver Noise Control Manual

This type of writing creates barriers between you and your users.

Adam Pugsley

## After:

### What is noise and why does it bother us?

When you interpret a particular sound as "noise," this is a subjective judgement based on beliefs and attitudes. However, it is typically agreed that noise can be defined as *unwanted sound*.

#### Common characteristics of noise

- Contains pure tones.
- Repetitive.
- Difficult to ignore.
- Interferes with important activities.
- Has unpleasant associations.
- Creates fear.
- Conveys unwanted information.
- Results from an activity that is considered destructive or pointless.
- Is outside the listener's control.

The revised version has more whitespaces and is easier to scan.

Noise is widely recognized as a form of environmental pollution. Unlike air or water pollution, there are often significant differences in perception when it comes to noise. What is considered noise to one person may be an enjoyable sound to another.

Given these differences in perception, how should the rights of individuals or groups to make noise be weighed against the rights of others to enjoy peace and quiet? Such questions often lead to conflicts within communities and complicate the process of establishing community noise guidelines that are considered fair and reasonable by all parties.

### What effects can noise have on us?

Noise can affect us negatively. It can:

- Interfere with important activities.
- Cause annoyance.
- Create fear.

#### Noise thresholds

Noise thresholds are used to establish guidelines for acceptable levels of noise. For example, the Canada Mortgage and Housing Corporation (CMHC) established a 24-hour average noise level of 55 dBA for road traffic noise in residential areas ([Reference 2](#)).

Noise can interfere with different activities depending on volume:

- 55 – 60 dBA: Can interfere with outdoor speech at a separation of 1 to 2m.
- 35 – 45 dBA: Can interfere with indoor speech in classroom and group settings.
- 30 – 35 dBA: Can interfere with sleep (depending on how deeply you are sleeping.)

City of Vancouver Noise Control Manual

Bulletpoints were used to break up and simplify the writing.



# Whitepaper: Brain-Computer Interfaces

I wrote this whitepaper to provide an overview of some of the recent advances in the world of consumer oriented brain-computer interfaces. I wrote it in Microsoft Word.

## Project goal

To help readers understand the trends taking place in a new field of consumer products.

## Key Takeaways

- Presented the right way, a seemingly complex topic can be made easy to understand.
- Understanding trends in technology and explaining them in a clear and direct voice is an important skill I have at my disposal.

I wanted this whitepaper to be visually appealing as well as informative.



## Consumer products

In addition to the research oriented BCI devices available today, several companies are pioneering the way for affordable, consumer grade BCIs.

### What is currently available?

Many consumer-oriented products are already on the market.

#### NeuroSky Mindwave

NeuroSky (Fig. 3) was one of the first companies to offer a consumer-oriented EEG BCI product, launching their MindSet wearable in 2009. The company's current line of MindWave EEG headsets "safely measures brainwave signals and monitors the attention levels of individuals as they interact with a variety of different apps." (NeuroSky).



Figure 3. Source: NeuroSky

#### Interaxon Muse

Another early player in the EEG headband market, Toronto based Interaxon launched their first Muse headband in 2014. Their current line of products includes the Muse 2 (Fig. 4) and Muse S. The Muse products are designed to provide feedback on user's meditation and sleep habits, allowing for insights into one's quality of attention and sleep. The headbands easily connect to a mobile device via Bluetooth and are some of the most user friendly devices currently available on the market.



Figure 4. Source: Interaxon

#### Neuroosity

Neuroosity's Crown headband device is specifically targeted to software developers to help increase focus and productivity (Fig. 5). The Crown generates scores based on focus and calmness. Using this data, the Crown can mute phone notifications when it determines you are trying to focus and can even play songs from your Spotify account that your brain reacts to best.



Figure 5. Source: Neuroosity.

Consumer-oriented BCIs | 6

Research was key to making this whitepaper an informative and accurate read.

# Contact

**Think I could help you or someone you know?**

ajrpugs@gmail.com

<https://www.linkedin.com/in/adampugs/>

[www.adampugsley.ca](http://www.adampugsley.ca)