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// creating for users using data-driven decisions

EXPERIENCE

Senior Technical Writer / insightsoftware
Jan 2023 – Present (Remote)
- Implemented user-centric strategies based on data and feedback to enhance user comprehension and product adoption
- Mentored and provided guidance to peers to ensure consistency and quality in documentation deliverables
- Collaborated with cross-functional teams in the modernization of internal processes, enhancing scalability and efficiency in documentation workflows

Technical Writer / insightsoftware
May 2020 – Dec 2022 (Remote)
- Designed, authored, and edited end-user documentation, including install guides, videos, and release notes for over 100 different drivers
- Employed a user-centric approach to produce intuitive content for various product lines, maintaining consistency in voice, tone, and organization
- Enhanced internal processes and tools to facilitate seamless communication and collaboration across global teams and timezones

Communications Specialist / SAP
Jan 2019 – Dec 2019 (Vancouver, Canada)
- Strategized communications strategy and initiatives that drove tool adoption rates, decreased information silos, and increased team transparency
- Created engaging content, including newsletters, SOPs, blog posts, and videos to drive engagement and improve communications in our global team

Marketing and Communications Assistant / UBC Applied Science
Apr 2018 – May 2019 (Vancouver, Canada)
- Developed effective written and visual content that aligned with brand guidelines for various print, social media, and web platforms
- Curated and edited weekly newsletters and blogs for over 6000 staff and students, effectively communicating key messages and updates

SIDE PROJECTS

Freelancer
Jan 2021 – Present
- Designed custom graphics and social media content tailored to client needs
- Reviewed and edited research papers to enhance clarity and coherence

Marketing Lead / SAP Developer's Shop (d-Shop)
Apr 2019 – Aug 2019 (Vancouver, Canada)
- Led a team of nine in strategizing, promoting, and cultivating the spirit of technology in employees through monthly events and workshops
- Designed engaging digital assets to highlight events and achievements

CONTACT

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cindycen.github.io
vancouver, bc

EDUCATION

BA Sociology and Commerce
2014 – 2019
University of British Columbia

SKILLS

HTML/CSS
Javascript

TOOLS

Adobe CC
Camtasia
Confluence
Figma
GitHub
Jira
MadCap Flare
MS Office
Perforce

INTERESTS

Foodie
Hiking
Languages
Traveling