

# cindy cen.

// technical writer

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vancouver, bc

## EXPERIENCE

### Technical Writer / insightsoftware

MAY 2020 – PRESENT (Remote, Canada)

- Increased product usability and productivity by implementing user centered projects such as quick start guides and educational videos
- Determined and implemented processes and branding consistencies across enterprise products
- Designed, written, and edited end-user documentation, such as install guides, user guides, and release notes for over 100 different drivers
- Collaborated with peers across disciplines and timezones to manage priorities and ensure the quality of our documentation

### 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 various content, such as newsletters, SOPs, whitepapers, and videos, to drive engagement and improve communications within 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 newsletter that went out to 6000+ staff and students

## SIDE PROJECTS

### Freelancer

JAN 2021 – PRESENT

- Created graphics and social media content according to client needs
- Reviewed and edited research papers and resumes

### Personal Website / cindycen.github.io

OCT 2021 – PRESENT

- Self-taught front-end web development

### 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

## 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  
Snaggit  
Perforce

## INTERESTS

Dragon boating  
Foodie  
Hiking  
Learning  
Traveling