



KYRA LEE

TECHNICAL COMMUNICATOR



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NICE TO MEET YOU! I'M KYRA.

When I was a kid, my dream was to speak 100 languages so I could communicate with everyone. Now, that's exactly what I do at work. Well... it's close enough.

I am a technical writer and I create clear and useful documentation to not only help users reach their goals, but also to really take their personal needs and wants into consideration.

I believe that language connects people and learning is perpetual.

I am extremely organized and great at managing my time. I could juggle multiple projects and the same time and still deliver quality materials timely. My background in intercultural communications helps me communicate with empathy and consideration for people with different values and upbringings.

With my experience in various industries, including marketing, PR, intercultural communications and law, I understand how to adapt different writing styles, to deliver the right content to the right people, at the right time.

I'm still trying to achieve my childhood dream, and I currently speak 5 languages. Connect with me to find out what they are!

Work 1

“Getting Started with Learning with Texts”

Getting Started with Learning with Texts

Chapter 2: Workspace and Languages

Database

This section helps you manage your LWT database. Your LWT is empty by default when you first install the application. To start using LWT for learning, you can install the demo database — which comes with a list of defined languages and sample texts— or define a language. You can also backup, restore, and empty your database to prevent data loss and try new things. We recommend that you regularly backup your database to prevent losing valuable data.

Installing the LWT demo database

You can install the LWT demo database to start learning languages.

Caution: Installing the LWT demo database will overwrite the existent database, and you may lose important data.

To install the LWT demo database

1. Navigate to the **Backup/Restore/Empty Database** interface.
2. Select **Install LWT Demo Database**.
You are now in the **Install LWT Demo Database** interface.
3. Select **Install LWT demo data base**.
An alert box appears, asking you if you are sure you want to install the demo database.
4. Select **OK**.

Backing-up your database

Backing-up your database exports it to a gzipped SQL file. This is the file LWT will use to restore your database in the future.

To backup your database

1. Navigate to the **Backup/Restore/Empty Database** interface.
2. Select **Download LWT Backup**.

Restoring your database

Your current database will be replaced by the data in the specified file you have created from your last backup.

To restore your database

1. Navigate to the **Backup/Restore/Empty Database** interface.
2. From the column next to **Restore**, select **Choose file**.
3. Browse for and select a backup file.
4. Select **Restore from LWT Backup**.

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Reading a term

You can define terms and add them to your collection when you read a text. You must be reading a text to add a new term.

To add a term

1. In the Read interface, select the term you want to define.
A web dictionary, along with the chosen word and its definition, appears in the window at the bottom right of your screen.



2. Fill in the input fields.

3. Choose and select a radio button to represent the status of the term.

Note: There are no specific meanings to the colours; you can tag the term according to your preferences. "WKn" is "well-known" and "Ign" is "ignore".

4. Select **Save**.

Testing

Tests are only available for defined terms. Terms with a status of "ignore" or "well-known", and terms with a positive or zero score do not appear on tests. We suggest that you regularly test yourself in all the languages that you are learning to ensure continuous progress. There are different ways you can test yourself with LWT. You can also test your understanding of words and expressions within or out of their context in the text.

Test interface

The Test interface is where your test takes place. You can only test yourself on one text at a time. During the test, a few things display at the bottom of the screen, showing you your progress:

- a timer showing you the elapsed time
- a process bar
- a number of the total terms
- a number of the terms that have not yet been tested
- a number of the terms you got wrong
- a number of the terms you got right

Test formats

There are a few test formats you can choose from. Your test starts when you choose a test format. The two methods are *recognition* and *recall*. Training yourself to recognize a L2 (second language) term requires you to test yourself in the (L2 - L1) format, where you read a term in L2 and translate it to L1 (your first language). Training yourself to recall a L2 term from L1 requires you to test yourself in the (L1 - L2) or (... - L2) format, where you

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Click [here](#) to read the complete guide.

CHALLENGE

Build a Getting Started Guide for users who are new to Learning with Texts. The guide should be comprehensive enough for novice users to start using the program shortly, but not too long for them to lose focus or interest. There is an existing help page for the program, but it lacks effective structures, flow, and important content like what certain configuration options mean.

USER ANALYSIS

The main audiences of this Getting Started Guide are language learners who want to start learning with Learning with Texts.

Here are some things they might be looking for from this guide:

- A brief introduction of the software
- An overview of its benefits and why it is better than other language learning software
- An introduction to the essential interfaces and respective menu buttons
- Instructions on how to perform essential tasks like adding languages and terms

RESULT

After extensive research and trying the software from the perspective of a new user, I organized the topics into three main categories/chapters: Getting Started (introduction to Learning with Texts), Workspace and Languages (instructions on how to customize the workspace and define languages), and Learn and Review (instructions on how to use the software to learn).

SKILLS USED

- Technical writing
- Graphic design
- User analysis
- Research and product testing

WORK 2: KINKA IZAKAYA BRAND GUIDELINES

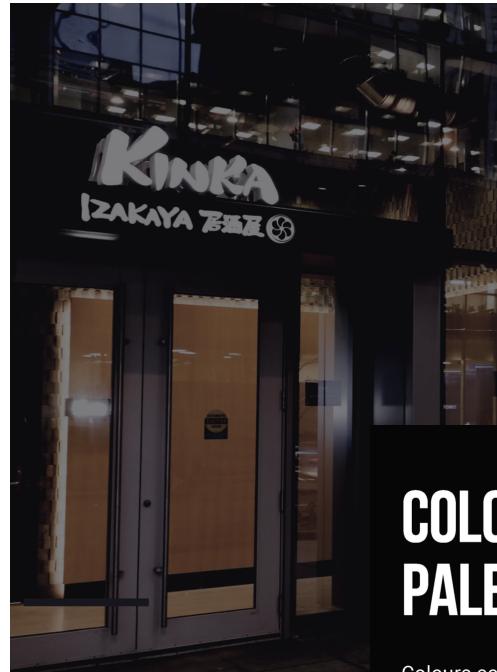


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COLOUR PALETTE

Colours convey messages. Ours say "welcome" and "have fun".

KINKA IZAKAYA primarily uses black for backgrounds (#000000), white for text (#FFFFFF), and red for buttons and links (#EA1912). We also use different shades of grey as accent shades to compliment the brand.

PRIMARY COLOURS



Black
#000000
RGB(0, 0, 0)
CMYK (0,0,0,1)

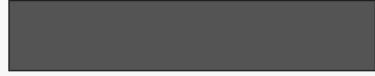


White
#FFFFFF
RGB(255,255,255)
CMYK (0,0,0,0)



White
#EA1912
RGB(234, 25, 18)
CMYK (0,82,85,8)

SECONDARY COLOURS



Dark Grey
#545454
RGB (84, 84, 84)
CMYK (0,0,0,67)



Medium Grey
#545454
RGB (166, 166, 166)
CMYK (0,0,0,35)



Light Grey
#545454
RGB (217, 217, 217)
CMYK (0,0,0,15)

VOICE

Regardless of how we are interacting with our customers, aim for a casual, engaging, and friendly tone to bring them happiness and help them unwind after a stressful day.

Our brand language is simple and approachable to allow all customers to scan our content quickly and easily. Make sure that you use plain language.

Be empathetic and warm with customers and enthusiastic about the KINKA IZAKAYA experience.

GOOD EXAMPLE

Friendly and easy to understand

If you noticed our logo change, don't worry—it's still us. Our new #expectmorecare campaign just means that we're even more focused on protecting the health of our guests, staff, and community.

BAD EXAMPLE

Overly formal and stiff

We are excited to show you our new logo. Our new #expectmorecare campaign shows that we are now more focused on protecting the health of all around us.



Click [here](#) to read the complete style guide.



CHALLENGE

Develop brand guidelines for KINKA IZAKAYA (a Japanese restaurant in Canada) both in terms of visuals and text.

USER ANALYSIS

This guide aims to promote a sense of brand identity in all external and internal communications.

USER ANALYSIS

The audiences of this guide would be internal employees maintaining KINKA IZAKAYA's website, documents (i.e. menus), and promotional materials.

Here are some things they might be looking for from this guide:

- How they should scale and position the logo
- What tone they should adopt when creating materials for KINKA IZAKAYA
- Instructions on grammar, style and terminology
- What legal elements to include in company documentations

SKILLS USED

- Graphic Design
- User Analysis
- Research

WORK 3: DEMO VIDEOS



TS

Adobe Technical Communication Suite
Summer 2020 release

CHALLENGE

Create videos to demonstrate new and enhanced features.

USER ANALYSIS

The purpose of the project is to convince people that FrameMaker 2020 is the best authoring tool. So, the main audiences would be potential new users and current users of (the older version of) FrameMaker. Those who watch the videos are looking for reasons why they should stay with or switch to FrameMaker.

Here are some things they might be looking for from these videos:

- A brief introduction of each new or enhanced feature
- What these features are and how to use them
- Why FrameMaker 2020 is the better authoring tool
- Contact information for if further help is needed

RESEARCH

- I worked with Subject Matter Experts to gain more insights on the product and features.
- I tested the features firsthand.

RESULT

All the videos carry answers to these questions:

- What is the feature?
- How is that useful?
- Why should you (the viewer) choose FrameMaker 2020?
- What if you need more help and/or convincing? Who would you contact?

SKILLS USED

- Communicating with Subject Matter Experts
- Research and product testing
- Quality assurance
- Issue tracking & report



Select the images above to watch the videos.



Work 4: Online Help Page

The screenshot shows the homepage of the "Getting Started to Host with Airbnb" website. At the top, there's a red header bar with the Airbnb logo and navigation links: "Before Hosting", "Creating Listings", "Welcoming Guests", and "Index". Below the header is a large, blurred photograph of several people working at desks in an office setting, likely representing Airbnb staff or hosts. Overlaid on the photo is the title "Getting Started to Host with Airbnb" in bold white text. Below the title is a subtitle: "Learn to start hosting with Airbnb's web application here." A prominent pink button labeled "Start Hosting Now!" is centered in the middle of the photo. At the bottom of the page is a search bar with the placeholder "Search articles" and a magnifying glass icon.

"Getting Started to Host with Airbnb" is a project for school that I have created for users to get started with hosting on Airbnb. I created this site using Madcap Flare and applying my knowledge on HTML and CSS. This Getting Started Guide was first developed as print and later migrated to online material.

CHALLENGE

Develop an Online Help page with clear information architecture and functionalities that allow users to find information quickly.

USER ANALYSIS

The main audiences of this Getting Started Guide are property owners who are trying to host for the first time in Airbnb.

Here are some things they might be looking for from this guide:

- An introduction to Airbnb and hosting
- How to create a listing
- What essential information do they have to provide
- Terms, rules, and regulations
- How to communicate with guests
- What to be cautious of



Creating Listings

What information do I need to provide?

Property and guest

Location

Essential Amenities

Photos of your listing

Description and title

Guest requirements

Calendar

Pricing

› [Search Tips](#)

[Contact Support](#)

Pricing

You are in complete control over how much you charge for your listings. Our Smart Pricing tool helps match your prices with demand and generate great prices for every reservation. When you turn Smart Pricing on, your prices will automatically be adjusted based on demand for listing like yours. Smart Pricing is controlled by the pricing settings you choose (i.e. maximum and minimum charge per night) and you can always edit your settings.

To turn smart pricing on or off

1. In the **hosting** interface, select **listing**.
2. Select a listing.
3. Select Pricing.
4. Next to Nightly price, select **Edit**.
5. Next to Smart pricing, select the toggle button to turn smart pricing on or off.
6. Select **Save**.

Tip: Start by setting a lower price to attract more guests as a new host.

To contact us for help, go to [about-reservation](#).

RESULT

As I migrate the content from Microsoft Word to Madcap Flare, I considered the following:

- Single-sourcing
- Information Architecture
- Organization of content categories
- User Experience (how they would navigate through information)
- Compliance with the Airbnb brand guidelines
- Index (enhances information findability)

SKILLS USED

- Documentation
- Single sourcing
- HTML/CSS

RESUME

CORE COMPETENCIES

- Documentation
- Visual Communication
- Project Management
- Business Analysis
- Web Content Development
- User Analysis

TECHNICAL SKILLS

Technical Documentation

- Adobe FrameMaker
- Adobe Experience Manager
- Adobe RoboHelp
- Madcap Flare
- Oxygen XML
- API Documentation
- Single Sourcing

Visual Communication

- InDesign
- Illustrator
- Photoshop
- Canva
- Captivate
- Audacity

Web Technologies

- HTML, CSS, JavaScript
- XML
- GitHub
- JSON

EDUCATION

Seneca College

Technical Communication

- GPA: 4.0

Queen's University

Bachelor of Arts (Honours)

- Cultural Studies
- GPA: 3.82
- Dean's Honour List

WORK EXPERIENCES

Technical Writer

Publishing Smarter, Toronto | Mar 2020 - present

- Develop clear documentation, such as how-to guides and instruction manuals, as training materials for clients to learn the AEM content management system.
- Perform QA on migrated content and report XML scripting issues and progress.
- Collaborate with the development team to document XML scripting features and procedures.
- Created a User Guide on XML Documentation for Adobe Experience Manager, in structured FrameMaker.
- Created blog posts for the Adobe DITAWORLD 2020 conference.

Intercultural Communications Intern

Keio University, Japan | 2018 - 2019

- Initiated intercultural research and developed content strategies for higher engagement with international audiences.
- Drafted social media posts with an eye for viral content strategies, which boosted social media engagement by 80%.
- Collaborated with the Roppongi Hills marketing, public relations, and advertising departments to create over 50 relevant digital assets.

Legal Intern

D.S. Cheung & Co. Solicitors | May 2018 - Aug 2018

- Drafted highly researched and articulate legal documents for trials per existing style guides and procedures.
- Spearheaded the reorganization of documents for a 10-year-long case, saving 2 hours/week in internal organization and external communication.
- Consulted with clients, witnesses, and legal professionals in order to define and document case details.

