



PRACHI SAPKOTA

Technical Communication Portfolio

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About

I'm a technical writer with a background in SEO content writing, IT client services, and user-focused documentation. Over the past few years, I've created everything from multi-chapter user guides to online help centers and SEO-friendly web content.



My path into technical communication grew out of two strengths:

- Explaining technical concepts in simple terms that anyone can understand.
- Writing structured, clear content that works for diverse audiences.

Resume

Prachi Sapkota

TECHNICAL WRITER | SEO ANALYST | CONTENT WRITER

Scarborough, ON | 548-398-7733 | prachisapkota23@gmail.com | [LinkedIn Profile](#)

PROFESSIONAL SUMMARY

Detail-oriented with a strong foundation in user-centered documentation and a passion for simplifying complex information. Skilled in industry-standard tools like **Adobe FrameMaker** and **MadCap Flare**. Experience creating user guides, online help systems, and content for both technical and novice audiences. Proven ability to apply UX principles and SEO optimization to produce engaging and accessible content that helps users succeed.

Core Competencies:

- **Technical Writing & Documentation:** Topic-based writing, UX writing, online help systems, and SEO content.
- **Tools:** Adobe FrameMaker, MadCap Flare, Figma, Visual Studio Code, Adobe Acrobat, Jira, Snagit, MS Word, Google Analytics, SEMrush, and Google Search Console.
- **Web & Style Guides:** HTML/CSS, JavaScript, Microsoft Style Guide, and IBM Style Guide.

TECHNICAL COMMUNICATION EXPERIENCE

Student Technical Writer
Academic Projects—Technical Communication Program
Seneca Polytechnic, North York, ON

May 2025–Present

- Crafted user-centered documentation using plain language and empathy-driven techniques to support both technical and beginner audiences.
- Authored a professional online help system in **MadCap Flare** by leveraging variables, snippets, and conditional text, and developed indexed content to support multiple user types through single-sourcing techniques.
- Built a comprehensive multi-chapter user guide in **Adobe FrameMaker**, applying advanced features such as cross-referencing, indexing, and automated tables of contents to create styled, professional outputs
- Collaborated on a UX Design project where user research and persona development led to a structured help center that improved content findability and user navigation
- Developed a style guide for a major grocery brand, applying **IBM Style Guide** principles to ensure consistency in tone, formatting, grammar, and inclusive language.
- Applied Agile methods and used **Jira** to track progress and manage collaborative projects effectively.

Resume

SEO Analyst and Content Writer
VolgAI• Kathmandu, Nepal

March 2022–December 2022

- Drove improved search engine rankings and audience attraction by creating compelling, SEO-optimized blog posts and articles for the company and international clients.
- Developed comprehensive SEO strategies, including keyword research and link building, to enhance website visibility.
- Monitored user engagement and identified opportunities for improvement by utilizing **Google Analytics** and **Google Search Console**.
- Collaborated directly with clients to ensure content creation aligned with their unique brand identities and business goals.

IT Sales Executive
DataHub• Kathmandu, Nepal

July 2020–March 2021

- Cultivated strong client relationships by identifying customer needs and recommending tailored IT solutions, which drove new opportunities for cross-selling and upselling.
- Managed the entire sales cycle by supporting customer inquiries, creating quotations, and handling service requests to ensure a seamless client experience.
- Guided customers in adopting new digital platforms and tools, simplifying interactions and enhancing overall efficiency.
- Maintained accurate sales records and reports, ensuring all documentation and reconciliations were aligned with company processes.
- Served as a primary point of contact for clients, escalating complex issues to management and ensuring timely, effective follow-up.

EDUCATION & CERTIFICATES

Technical Communication
Seneca Polytechnic, North York, Canada

May 2025–Present

Post Graduate in IT - Project Management
Conestoga College, Kitchener, Canada

May 2024–Dec 2024

Bachelor of Science in Computer Science & Information Technology
Godawari College, Tribhuvan University, Itahari, Nepal

2015-2019

Digital Marketing Certification
Broadway Infosys, Kathmandu, Nepal

September 2021–November 2021

What kind of technical writer am I?

I'm an empathetic writer who enjoys making people's lives easier. I take complex information and turn it into clear, simple, and practical content. I focus on understanding users, supporting teams, and creating documentation that helps people do their work more efficiently.



If you hire me, you can expect me to:



- Learn your product quickly and test it as a user would.
- Write content that answers real questions and solves real problems.
- Organize information so it's easy to find and follow.
- Work independently while staying connected with subject matter experts.
- Treat your team with professionalism and respect.
- Suggest improvements to the user experience when I see them.
- Act as a customer advocate as well as a technical writer.

This is how I approach every project. It combines strong writing skills, knowledge of industry-standard tools, and a genuine focus on the people who will use the content.

What tools do I use?

I've gained hands-on experience with several industry-standard tools and know how to use them effectively in different contexts.

- **MadCap Flare:** topic-based authoring, conditional text, single-sourcing
- **FrameMaker:** large-scale user guides, indexing, cross-references
- **Snagit:** screenshots, image editing, annotations
- **Visual Studio Code:** HTML, CSS, and basic JavaScript
- **Jira:** Agile project tracking and collaboration
- **Figma:** user interface mockups and visuals
- **Adobe Acrobat & Word:** editing, reviewing, and formatting documentation
- **Google Analytics & Search Console:** measuring engagement, monitoring performance, and improving content visibility



With these tools, I can create structured, reusable, and user-friendly content while keeping documentation efficient to update as products evolve.

Training and qualifications

- Graduate Certificate, Technical Communication (Seneca Polytechnic)
- Post Graduate, IT Project Management (Conestoga College)
- B.Sc. in Computer Science & Information Technology (Tribhuvan University)
- [Digital Marketing Certification](#)

Seneca

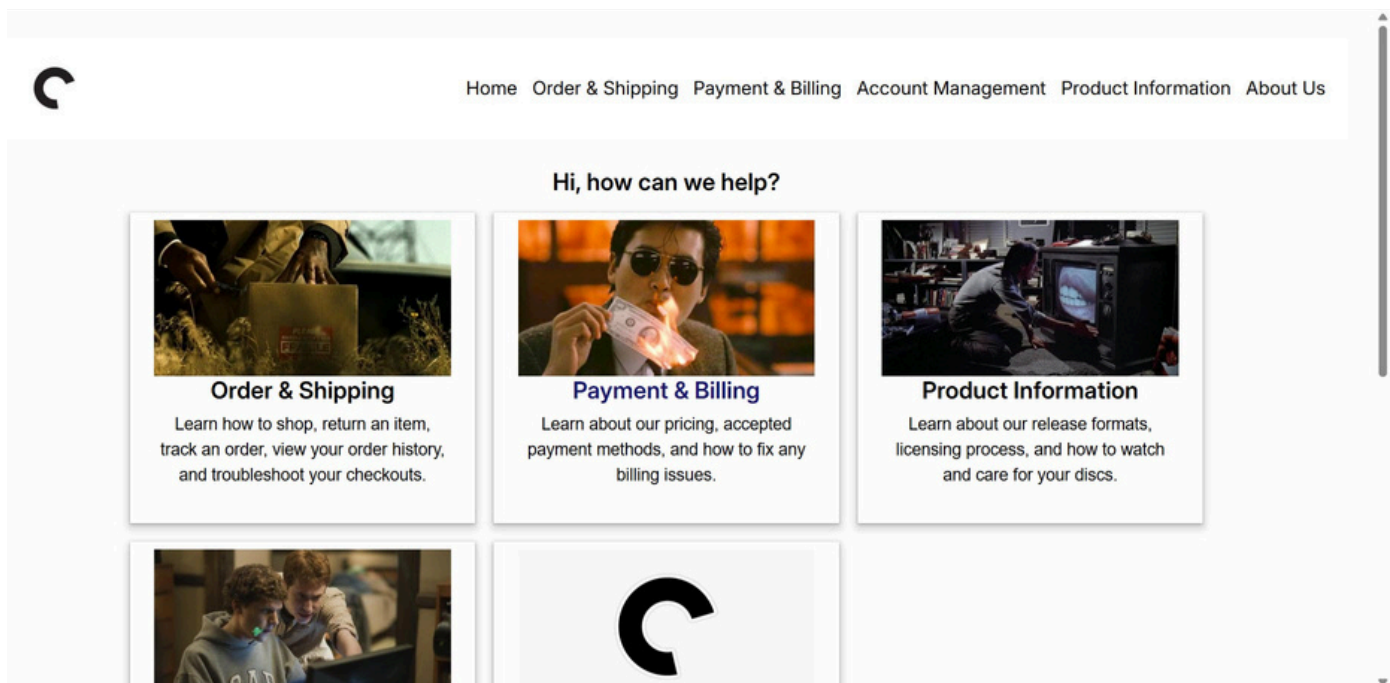
POLYTECHNIC



CONESTOGA

Connect Life and Learning

Criterion Collection Online Help Center



The Criterion Collection relied on a long, unstructured FAQ, making it hard for users to find answers. The goal was to create a clear, task-based help center that improves usability, guides users through key actions, and makes content easy to scan and navigate.

[View on GitHub](#)

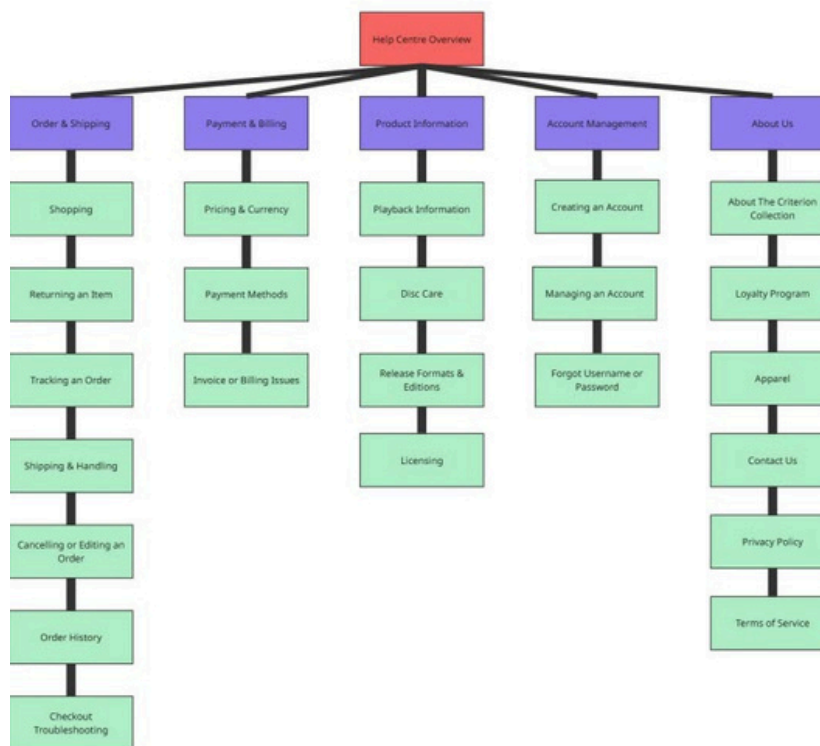
Tools: Visual Studio Code, HTML, CSS, JavaScript

Industries: Software, Media/Streaming

Contribution

I focused on creating a user-friendly help center that made it easy for users to find answers. Over the course of the project, I:

- Wrote content for Account Management, Order & Shipping, and Payments & Billing.
- Created a content priority guide to ensure the most important information was surfaced first for users.
- Designed user flows to guide users through key actions, improving task completion and navigation.
- Created the page structure (Document Object Model) for the prototype, building the layout and content hierarchy in HTML.
- Conducted user research through card sorting and both moderated and unmoderated usability tests.



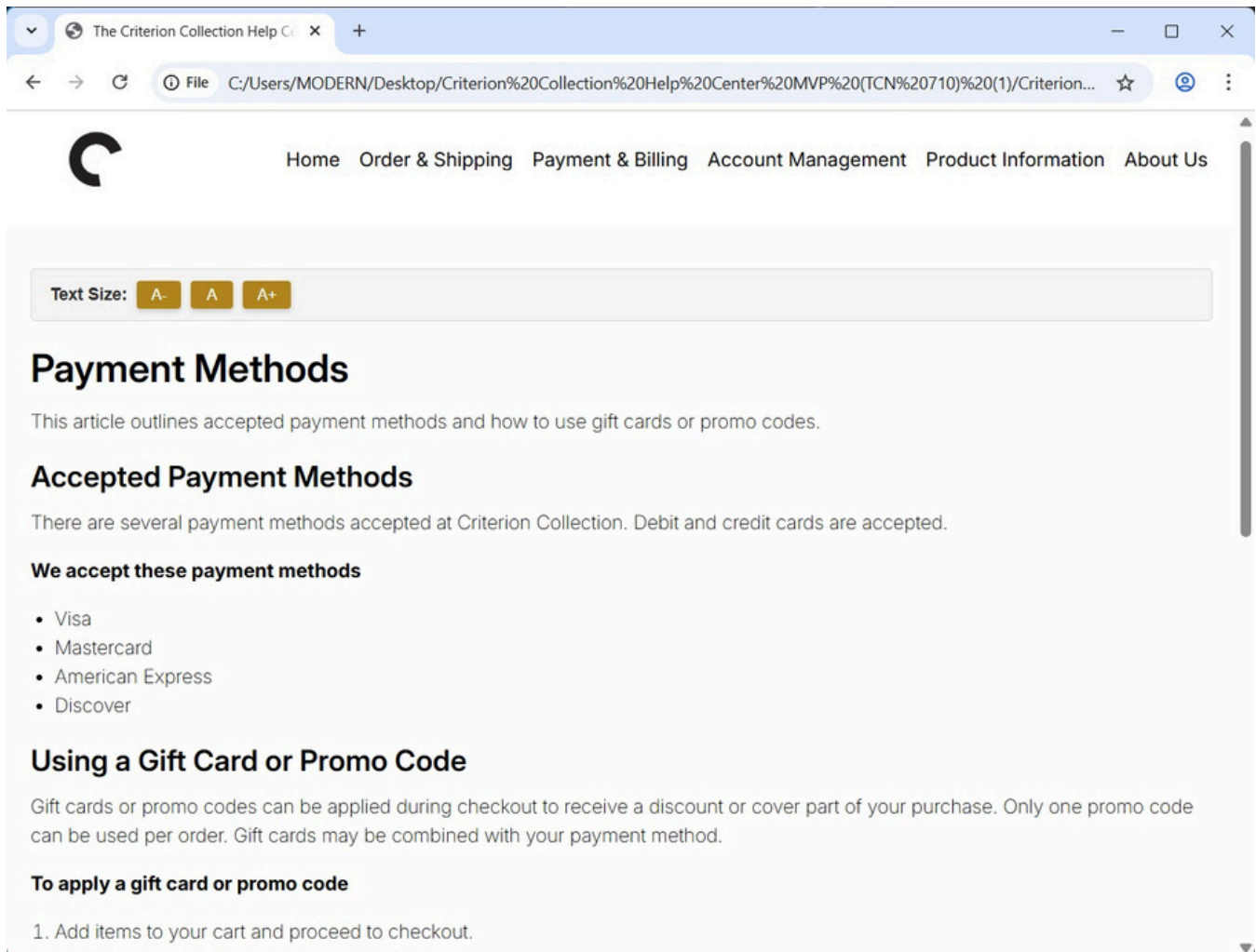
Process

- **Persona Creation:** Focused design decisions on a representative user.
- **Card Sorting:** Learned how users group help topics, shaping the initial IA.
- **Information Architecture (IA):** Set up categories and article order; revised IA once based on early tests.
- **Priority Guide:** Mapped content order so users see the most important info first.
- **User Testing:** Conducted three rounds: guided sessions to observe behaviour and unguided sessions to measure independent task success.
- **Design Tweaks:** Applied iterative UI changes based on user feedback.

Challenges

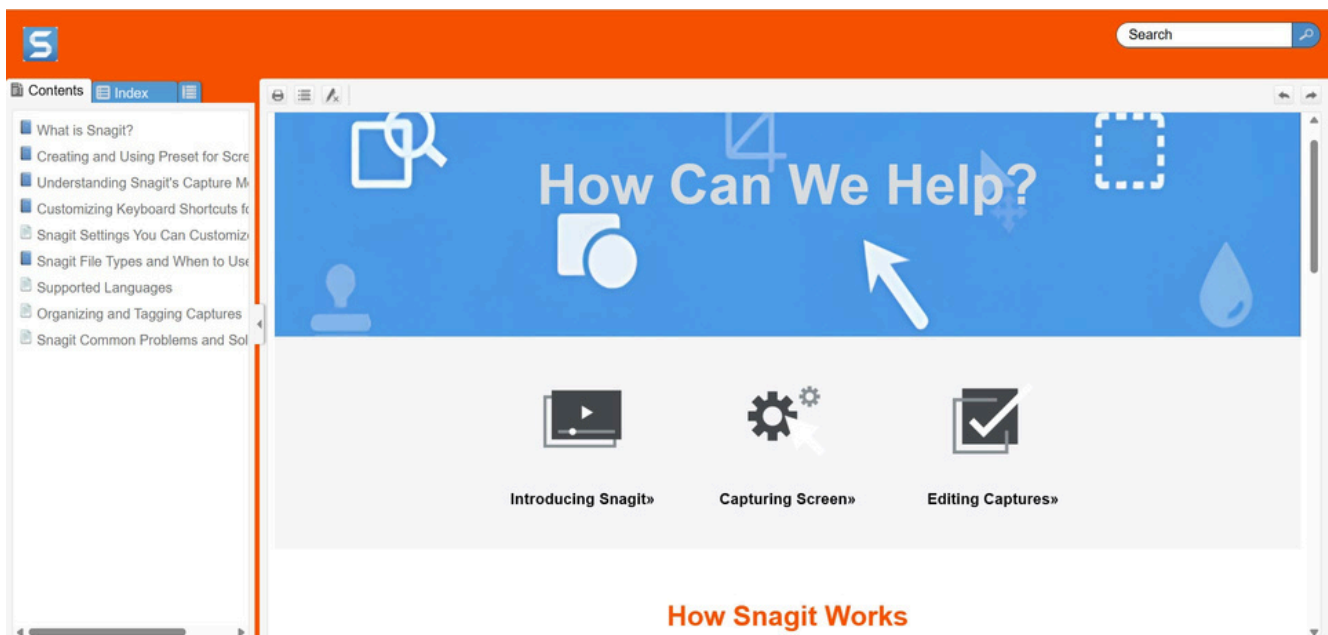
- The team lacked a shared platform for collaborative coding, so one member had to collect code from others, merge it locally in Visual Studio, and then upload the combined prototype to a shared drive. This made coordination and testing more complex.
- Iterating designs based on user feedback demanded careful follow-up testing to confirm improvements.

Impact



- Delivered a simple, task-focused help centre that's easy to scan and use.
- Content is written in plain language and organised by task.
- User testing scores improved from ~7.5/10 (early prototype) to 8-9/10 (later rounds), showing much better usability than the original FAQ.

Online Help & PDF Documentation



Snagit users lacked clear, task-focused documentation, making it difficult to learn and use the software effectively. The goal was to create online help and a PDF guide that provides step-by-step, task-based instructions, helping users complete tasks efficiently and navigate the software with ease.

[Download Project](#)

Tools: MadCap Flare Online, MadCap Central, Snagit

Industries: Software, IT-Services

Contribution

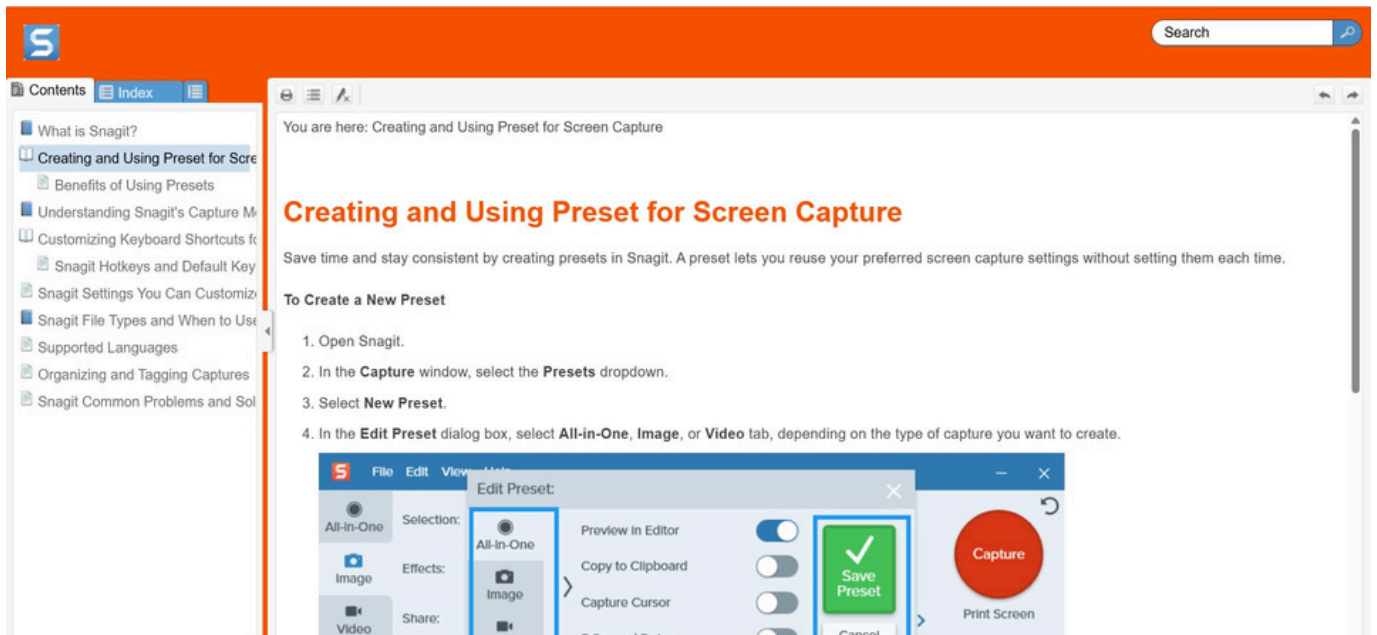
I focused on producing user-centered, task-based documentation. Over the course of the project, I:

- Wrote step-by-step instructions for key software features.
- Added screenshots to guide users through workflows and interface elements.
- Converted online help content for PDF outputs, ensuring consistency across formats.
- Applied conditional text to tailor content for beginner and advanced users, improving usability for multiple audiences.
- Applied snippets and variables to reuse content efficiently across outputs.
- Edited XML code in Flare Online to maintain consistent tables and merge team content effectively.

Challenges

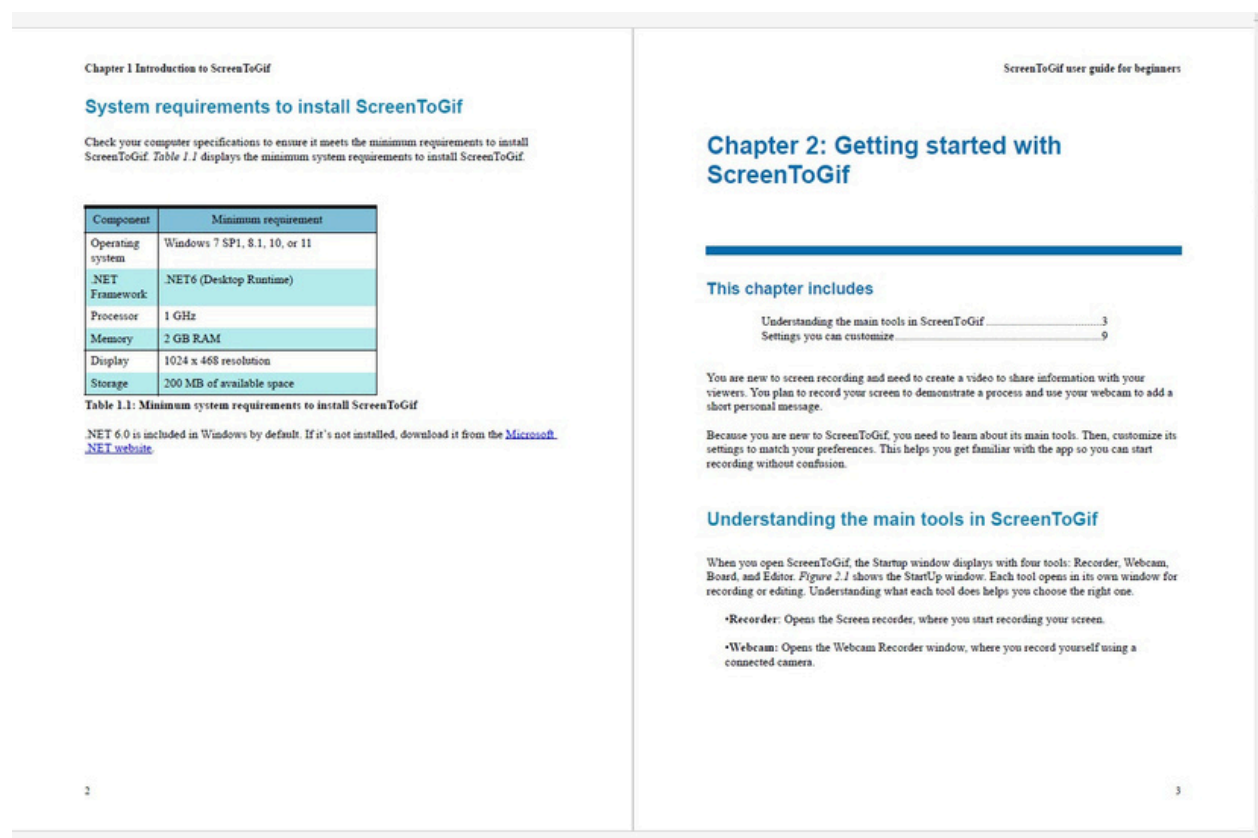
The main challenge was merging content from multiple team members in Flare Online while maintaining consistency. Additionally, there was no opportunity for external user research, so all documentation decisions relied on best practices and internal understanding of user needs.

Impact



- Delivered clear, task-based online help and PDF guides, making software easier to learn.
- Content is in plain language, visually guided, and accessible for different user levels.
- Users can locate information quickly thanks to the PDF index and structured content.

User Guide for Screen Recording Software



ScreenToGif had no documentation, making it difficult for new users to learn and use the software. The goal was to create a beginner-friendly, task-based guide that enables users to learn quickly and complete essential tasks efficiently.

[Download Project](#)

Tools: Framemaker, SnagIT, Adobe Acrobat

Industries: Software, IT-Services

Contribution

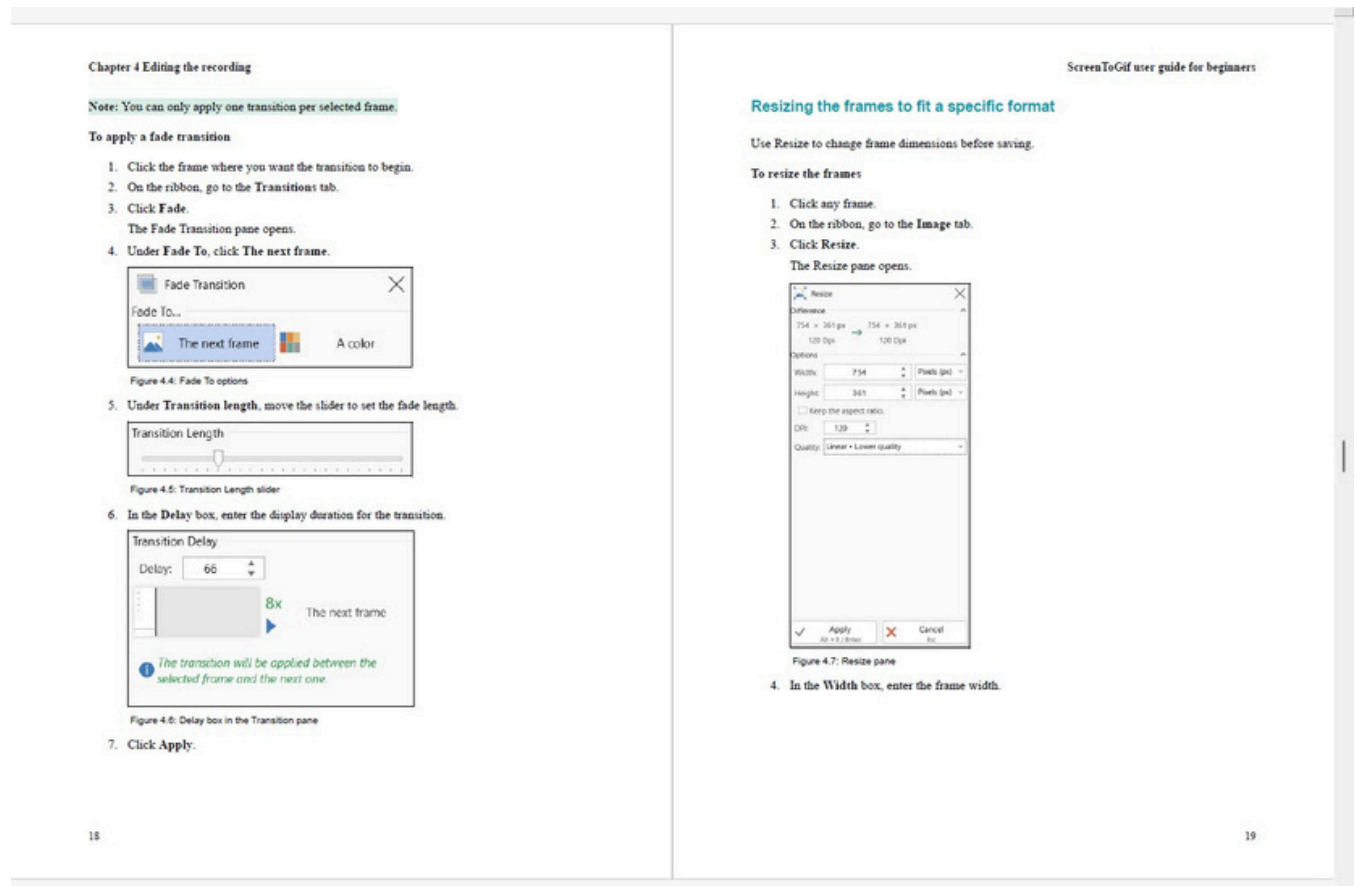
As a sole author, I:

- Explored the software firsthand to identify confusing areas and structure content around real user tasks.
- Wrote step-by-step instructions for recording and editing screens.
- Added screenshots to guide users visually through the interface and workflows.
- Created a PDF index, main Table of Contents (TOC), and mini-TOCs for each chapter to make navigation easy.
- Included annotated screenshots to clarify steps and illustrate workflows.
- Included internal and external links to guide users and provide additional resources.

Challenges

I navigated the software while it was still under development, including unstable features like webcam recording. Limited guidance and scarce subject matter expertise required me to rely on hands-on exploration to understand the features and workflows.

Impact



- Delivered a clear, easy-to-follow PDF guide that supports users in completing tasks efficiently.
- Users can navigate the software confidently with structured content, screenshots, and well-organized TOCs.
- Produced a professional, beginner-friendly documentation resource that demonstrates independent work and attention to usability.

Style Guide Documentation

Chapter 2: How we write

This chapter sets the rules for how we write at No Frills. It covers grammar, spelling, capitalization, punctuation, and formatting. Follow these guidelines for a clear and consistent writing style.

Grammar and Spelling

Sentence Structure and Length

Write like you talk. Keep sentences short (aim for 12 words or less). Use plain language; avoid jargon and unnecessary clauses.

Example:

- **Use:** Register for a PC Optimum™ account.
- **Avoid:** We invite you to complete the registration process in order to establish a PC Optimum™ account.

Voice

Use active voice for instructions, UI text, product facts, and help topics.

Example:

- **Use:** Scan your PC Optimum™ card.
- **Avoid:** Your PC Optimum™ card should be scanned.

Use passive voice only when the action matters more than who's doing it, such as in brand stories or case studies.

Example:

- **Use:** The No Frills® store was opened in 1978.
- **Avoid:** Loblaws converted its stores to No Frills® franchises in 1987.

Articles

Always include a, an, or the where needed.

Examples:

This group project focused on creating a style guide for No Frills as part of an academic exercise. The goal was to practice professional style guide development, ensuring consistent tone, grammar, and formatting across written content.

[Download Project](#)

Tools: GoogleDocs

Industries: Retail, Communications

Contribution

I focused on content quality, structure, and team collaboration. Specifically, I:

- Drafted content rules for clarity, tone, and formatting.
- Structured sections to balance brand voice with usability.
- Collaborated with the team to align on a unified framework.
- Reviewed and edited for consistency across all entries.

Challenges

The main challenges included aligning on a single style framework that worked for everyone and framing content in a way that was both detailed and easy to apply.

Impact

- Delivered a practical, professional-quality style guide suitable for academic and real-world application.
- Enhanced team collaboration and decision-making skills.
- Strengthened my ability to create structured, audience-focused documentation.



Contact

I'm always open to discussing new opportunities, collaborations, or technical writing projects. Please feel free to reach out via email or connect with me on social media. I'm excited to hear from you!



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