

# # Brent Ryan Johnson

[brentryanjohnson@gmail.com](mailto:brentryanjohnson@gmail.com)

503-545-2778

**Country of citizenship:** United States of America

**Highest grade:** GS-14

**Desired location:** Portland-Vancouver-Salem, OR-WA

## ## Experience

### U.S. Department of the Interior

**Office of Natural Resources Revenue** (Washington D.C., Remote)

10/2017 – present

40 hours/week

*Innovation Specialist (Content Strategist)*

Work sample, co-writing: [Aiming for obsolescence: Lessons from an 18F product transition](#)  
<https://18f.gsa.gov/2018/05/01/lessons-from-an-18f-product-transition/>

Work sample, product: [Product framing](#)  
<https://github.com/ONRR/doi-extr-actives-data/wiki/Product-framing>

Work sample, writing: [How it works - Disbursements](#)  
<https://revenue.data.doi.gov/how-it-works/disbursements/>

- Transition open-data website ([useiti.doi.gov](http://useiti.doi.gov)) from 18F team to the Office of Natural Resources Revenue, transition agile and iterative methodologies, user-centered design practices, continuous integration and delivery, working in the open with open-source tools, and adapt codebase to organization's constraints and opportunities
- Draft problem statement, product vision, user scenarios, and risks to guide product decisions and focus team efforts
- Lead content strategy for natural resources production, revenue, and disbursements data and supporting content to eliminate redundancy, promote plain language, meet the needs of various user groups, establish sustainable content workflow and governance, and design content in the form, location, and structure required to meet user needs
- Plan, research, write, edit, organize, test, and publish content about complex data, policy, and processes
- Maintain and promote the use of content style guidelines
- Understand and align stakeholder and user needs through interviews, usability testing, and other research methods; help recruit users for research, participate in research sessions, take notes, and synthesize results
- Champion content strategy and data transparency and build buy-in with stakeholders for strategic recommendations

Work sample, development: I built the blog [Open data design at the U.S. Department of the Interior](#) with [GatsbyJS](#).

Work samples, writing:

- [Content architecture: how we built support for multiple blog post authors](#)  
<https://revenue.data.doi.gov/blog/content-design-blog-authors/>
- [How we're migrating a government open data site to Gatsby](#)  
<https://www.gatsbyjs.org/blog/2019-02-08-government-open-data-site-with-gatsby/>
- [Making tough content choices](#)  
<https://revenue.data.doi.gov/blog/making-tough-content-choices/>

Work sample, choropleth map: [Mapping revenue data by county](#)  
<https://revenue.data.doi.gov/blog/county-choropleth-prototype/>

Work sample, design and

- Audit and evaluate content for accuracy, readability, relevance, taxonomy, maintenance requirements, and alignment with user needs
- Build blog and draft editorial workflow to share our work process; document editorial and publishing workflows
- Write and coordinate blog posts; maintain list of blog post ideas, authors, and dates
- Create and maintain content calendar for multichannel content production and publishing; calendar includes events, observances, target publication dates, and outreach opportunities
- Build information architecture and taxonomy for flexibility of content presentation, and to structure, organize, and index content for search and categorization
- Write conditional logic to publish versions of content based on data variables to automate updates, reduce maintenance requirements, and add value to users
- Develop training and coach staff on content evaluation, plain language, voice and tone, accessibility, git, markdown, browser developer tools, and content design
- Develop strategy and content assets for social media, including boilerplate and promotional messaging, graphics, and alt text
- Build coded prototypes for user research sessions
- Advise on, create content for, and help design print materials for outreach and user recruitment
- Ensure content is accessible on multiple devices in various contexts and channels; ensure responsive design principles for mobile access and performance
- Collaborate with product, design, engineering, and data teams in stand-up, demo, and retro meetings and co-working sessions
- Participate in working group for the development of an Open Source Playbook and Toolkit with Technology Transformation Service's code.gov team
- Navigate complex political and organizational relationships to deliver value to both leadership and users
- Design and distribute stickers to build awareness and

promotion: ["I'm a NRRD" sticker](https://brentryanjohnson.com/resume-samples/sticker-nrrd.png)  
<https://brentryanjohnson.com/resume-samples/sticker-nrrd.png>

enthusiasm about our team and digital product

- Promote honest, respectful, and dignified communication among team members, users, and stakeholders

## **Clackamas County** (Oregon City, OR)

9/2014 – 9/2017

40 hours/week

*Web Content Editor*

Work sample, strategy: [Employee Services web work plan](https://brentryanjohnson.com/resume-samples/web_workplan.pdf) (PDF)  
[https://brentryanjohnson.com/resume-samples/web\\_workplan.pdf](https://brentryanjohnson.com/resume-samples/web_workplan.pdf)

- Author and implement Web Communications Guide to administer county content policy, governance, procedures, and best practices
- Author and implement web writing style guide
- Coordinate web support for major communications and policy initiatives to support client departments' digital communications goals
- Manage daily content update review workflow
- Review web analytics, evaluate, and adjust strategy accordingly
- Apply user research to design content for brevity, clarity, and usability, and champion usability in content design and development
- Write and design content to reduce the effort required to understand and use the content (test for reading grade level; apply user research)
- Review site maps and compare with user behavior flow to inform content design and layout
- Conduct content evaluation sessions with staff, users, and community advisors; present findings to client department content owners and advise on improvements
- Apply analytics and content evaluation to develop and improve content strategy, design, and deployment
- Audit the county website (over 10,000 pieces of content) to assign content types and taxonomies (groups of keywords that describe content) and assess style, accessibility, and relevance (whether or not the content benefits the intended users)
- Promote WCAG (Web Content Accessibility Guidelines) 2.0

Work sample, editing: [Town Center Greens Development](https://brentryanjohnson.com/resume-samples/TownCenterGreens_before-and-after.pdf) (PDF)  
[https://brentryanjohnson.com/resume-samples/TownCenterGreens\\_before-and-after.pdf](https://brentryanjohnson.com/resume-samples/TownCenterGreens_before-and-after.pdf)

Work sample, training: [Writing for the web training outline](https://brentryanjohnson.com/resume-samples/writing-for-the-web_outline.pdf) (PDF)  
[https://brentryanjohnson.com/resume-samples/writing-for-the-web\\_outline.pdf](https://brentryanjohnson.com/resume-samples/writing-for-the-web_outline.pdf)

Work sample, design and promotion: [WebCollab sticker](https://brentryanjohnson.com/resume-samples/sticker-webcollab.png)  
<https://brentryanjohnson.com/resume-samples/sticker-webcollab.png>

## accessibility standards

- Coach writers, content managers, and subject matter experts in writing for the web, content evaluation, measuring reading grade level, voice and tone, conversational writing, focusing on key messages, basic HTML
- Implement and manage county writing lab to promote user-centered and iterative content development practices for clients (county departments)
- Create and coordinate WebCollab, a community of practice for the web
- Write and review scopes of work for procuring web, digital, and print services
- Advocate for the selection of open source tools (e.g. Drupal content management system, Piwik/Matomo analytics, GitHub version control) to promote open government
- Design content layout and structure for languages other than English (Russian, Spanish) for housing services; procure and coordinate culturally appropriate translation services
- Advise Web Governance Committee on web content disposition and needs
- Create and deliver presentations about major web content initiatives and activities to department directors, the County Administrator, and the Board of County Commissioners
- Provide technical and content support for email distribution platform (GovDelivery)
- Graphic design for web, social media, email, and print

## **Clackamas County** (Oregon City, OR)

9/2013 – 9/2014

40 hours/week

*Community Relations Specialist*

- Timely communication with stakeholders, employees, and County Commissioners
- Respond to press inquiries
- Manage contracts with independent contractors for graphic design and development support and manage intergovernmental agreements with other jurisdictions for

collaboration and efficiency in meeting shared regulatory compliance for outreach

- Create and implement communications strategies for departments, programs, and individual projects
- Represent Water Environment Services and Public & Government Affairs at public meetings and events
- Coordinate production of communications collateral, including video, print, and web
- Ensure MS4 (Municipal Separate Storm Sewer System) regulatory compliance for public outreach and education

**Oregon State University Extension Service (Sea Grant)** (Portland, OR)

3/2011 – 9/2013

20 hours/week

*StreamWebs Coordinator*

- Conceptualize, coordinate, and schedule all planning and development related to the StreamWebs platform ([www.streamwebs.org](http://www.streamwebs.org))
- Coordinate StreamWebs training workshops throughout Oregon
- Integrate StreamWebs' curricular and programmatic assets into other OSU Extension Service programs
- Design screenflows, manage development process, and provide support for StreamWebs users
- Manage StreamWebs' budget and development timeline
- Grant writing and reporting
- Weekly watershed field and in-class instruction with students, teachers, and watershed education organizations

**The Freshwater Trust** (Portland, OR)

10/2008 – 3/2011

40 hours/week

*StreamWebs Coordinator*

- Conceptualization, coordination, and scheduling of all planning and development related to the StreamWebs website ([www.streamwebs.org](http://www.streamwebs.org)) from inception in 2008

- Grant writing and reporting
- Manage web development team, including timelines, work orders, budget, and evaluation
- Watershed field instruction for StreamWebs, Salmon Watch, and Student Stewardship Projects

**Northwoods Nursery / One Green World (Molalla, OR)**

10/2007 – 10/2008

40 hours/week

*Field Production Specialist; Outreach Specialist*

- General production practices, including assisting with the scheduling and preparing of work orders
- Materials procurement and inventory
- Database management for production inventory
- Quality control from planting through storage
- E-commerce website updates, content maintenance, and coordination
- Tracking of ecommerce/web marketing trends
- Advertising design and deployment

**AmeriCorps (Northwest Service Academy) (Portland, OR)**

1/2006 – 12/2006

40 hours/week

*Watershed Restoration Coordinator*

- Plan, design, and implement the restoration of 10 acres of stream bank
- Co-management of an 85,000 plant nursery
- Management of county and contract work crews and supervision of tree planting
- Video production for outreach

**## Education**

Graduate school work sample:  
[\*Riparian Restoration Prioritization\*](#)

**Graduate Certificate, Oregon State University (2013)**

Corvallis, OR 97331

19 credit hours

[on Lower Clear Creek](https://brentryanjohnson.com/resume-samples/poster_johnsonbr_e-campus.pdf) (PDF)  
[https://brentryanjohnson.com/resume-samples/poster\\_johnsonbr\\_e-campus.pdf](https://brentryanjohnson.com/resume-samples/poster_johnsonbr_e-campus.pdf)

GPA: 3.75 out of 4.0  
Graduate Certificate: GIS (Geographic Information Science)

**B.A., University of Oregon** (2004)  
Eugene, OR 97405  
185 credit hours  
GPA: 3.84 out of 4.0 (*cum laude*)  
Major: Philosophy

## ## Software and web

I use **Microsoft Office** and **Google Docs, Slides, and Sheets** for writing, presentations, and spreadsheets. I also use **Apple Pages, Keynote, and Numbers** for the same.

I use **Adobe Photoshop, Lightroom, Illustrator, Premiere, and InDesign** for photography, graphic design, video editing, and desktop publishing. I've also used **Sketch** for graphic design and user interface prototyping.

From my blog: [Playing with sparklines](https://brentryanjohnson.com/a-sparklines)  
<https://brentryanjohnson.com/a-spark-of-motivation/>

I use several markup and programming languages to build websites, including **HTML, CSS, Sass, XML, Markdown, JavaScript, D3, Liquid, and React**. I also build websites with static-site generators, such as **Jekyll** and **GatsbyJS**.

For plain-text code and content writing, I've used **iA Writer, Atom, Visual Studio Code, Brackets, and Sublime Text**.

I've also configured and/or used a variety of content management systems, including **Drupal, Joomla, Alfresco, and Wordpress**.

I've used **Python** to automate GIS tasks in ArcGIS, and for web scraping and data analysis. I use the **Anaconda** distribution for Python, **Jupyter Notebook**, and libraries such as **Pandas, NumPy, and Beautiful Soup** for data gathering and manipulation.

I've used **Docker** to manage local development environments.

I've used **ArcGIS** for spatial analysis and map creation.

From my blog: [Yep, Your Liquid variables will work in JavaScript](https://brentryanjohnson.com/jekyll-leaflet-variables/)  
<https://brentryanjohnson.com/jekyll-leaflet-variables/>

I've made web maps with **Leaflet** and **OpenLayers**.

I use **git** for version control and **GitHub** to manage code projects. I also use **GitHub Pages** to serve websites.

I use **Google Analytics** to inform content strategy and evaluation, and I've employed and configured **Google Tag Manager** to harvest specific analytics, such as in-page anchor links

## ## Profiles and website

I use my personal GitHub account (rentry) for my blog and open-source contributions. I use my other account (brenryanjohnson) for official federal government work only.

### GitHub:

- [rentry](https://github.com/rentry) (github.com/rentry)
- [brenryanjohnson](https://github.com/brenryanjohnson) (github.com/brenryanjohnson)

**Website:** [brenryanjohnson.com](https://brenryanjohnson.com)

## ## Public speaking

[International Design in Government Day agenda](https://www.codeforamerica.org/events/summit/international-design-in-government-day)

<https://www.codeforamerica.org/events/summit/international-design-in-government-day>

### International Design in Government Day at the Code for America Summit 2019 - May 29, 2019

- *Bringing design in-house: cultivating user-centered design skills at the U.S. Department of the Interior* (with my colleague Shannon McHarg)

## ## Volunteer

From my blog: [Shutdown sharing: Migrating Maine Ballot](#)  
<https://brenryanjohnson.com/shutdown-sharing-maine-ballot/>

I contribute to government open-source projects, usually fixing [broken links](#), [inaccessible links](#), or [typos](#).

I volunteered to help rebuild a [civic website focused on ballot explanations](#).

I've volunteered photography services for nonprofit events and projects.

I volunteered with AmeriCorps in 2006, listed above.

## ## Federal certifications

### FEMA (Federal Emergency Management Agency) training, Public Information Officer

- ICS (Incident Command System) 100
- ICS 200
- IS (Independent Study) 700
- IS 702
- G-290 Basic PIO Course

**Annual Information Management and Technology (IMT) Awareness** (Cybersecurity, FISSA, Section 508, Records Management, Privacy, Controlled Unclassified Information, and Quiz)

**Annual Role-Based Security Training (RBST)**

**Privileged User Information Assurance Responsibilities**



## **## References**

### **Corey Mahoney**

Chief of Projects, 18F

[corey.mahoney@gsa.gov](mailto:corey.mahoney@gsa.gov)

206-235-6454

### **Garrett Teague**

Video Communications Specialist, Clackamas County

[garrett@teaguefc.com](mailto:garrett@teaguefc.com)

904-735-7589

### **Traci Price**

Advocacy Strategy Coordinator, North American Association for

Environmental Education Regional Coordinator, Environmental

Education Association of Oregon

[tp@traciprice.net](mailto:tp@traciprice.net)

503-896-8755