

Ty Clark

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Portfolio: <http://bit.ly/YvAwHS>

Experience

2012–2013 **Spaghetti Automotive Engineering** PRODUCTION ASSISTANT

- Assembled, programmed, and tested after-market automotive parts for classic and modern cars.
- Edited and redesigned installation instructions for custom taillights, the company's biggest product. The redesign used user-centered design (UCD) principles to make the instructions clearer and more useful to both novice and expert users.
- Created one-sheet instruction document for underbody lighting controller, covering parts, assembly, programming, and testing.
- Created HTML tutorials, help files, and images for upcoming iOS air spring controller app.

2009–2012 **LEGACY Retail Services** PROJECT ASSISTANT

- Created training manual/reference for company's largest customer. The manual covered the history, company structure, required equipment, contractors, and company contacts.
- Created installation manual for digital signage rollout. Wrote, designed, created graphics, and finished in two business days.
- Compiled and edited the new employee handbook. Adapted current material and wrote multiple sections, including guides to the company's Salesforce.com platform, vacation days, training plan, and monthly meetings.
- Extensively developed company's Salesforce.com platform. Set up Customer and Partner portals, installed heavily-used mapping and Amazon S3 storage packages, and functioned as database administrator. Performed a large database migration project for another division's Salesforce platform.
- Created screencasts and training plans for site technicians.
- Provided technical support to internal users and site technicians. Set up employees' Outlook accounts, migrating their Gmail data.
- Created series of 4 Minute Presentations to address continuing education needs. Was asked to create or consult on high-level presentations as a result of the 4 Minute Presentations' success.
- Applied user-centered design (UCD) principles to redesign the phone list, making it more useful for employees.
- Created, designed, and edited the company newsletter.
- Edited and redesigned sales department's case studies to bring them into line with company rebranding.
- Created digital signage slideshows, including a daily dashboard with important information for each employee.

2005–2008 **Bucknell University** WEBMASTER/GRAPHIC DEVELOPER

- Edited and maintained athletic department webpage. Applied user research to reorganize the website and rename pages.
- Redesigned website twice due to university-wide CMS changes.
- Coordinated logistics, solicited donations, and created marketing materials for two area-wide wellness fairs.

Projects

- 2004–2013 **American Legion Jersey Boys State** DIGITAL/WEB COPYWRITER
- Wrote feature articles, news briefs, and conducted interviews for program website.
 - As Senior City Counselor, effectively led groups of sixty delegates and four staff, demonstrating flexibility and composure under stress. Accommodated delegates with special needs and accessibility issues.
 - Won 2009 Best County award for participation and excellence.
 - Edited and redesigned delegate schedule and staff manual. Created responsive web-based version of staff schedule.
- 2011–2012 **The Mid-Majority**
- Edited over 100 game recaps for credentialed small-school college basketball website.
 - Attended and recapped three games for 800 Games Project.
- 2012 **Byron Home, Inc.**
- Performed traditional usability test on company website, uncovering two critical issues and four minor ones.
- 2012 **The Ritz Theater Company**
- Edited two grant applications, focusing on concision, wording, and proofreading.

Technical Skills

- Authoring **Microsoft Office**
- Design **Microsoft Visio, Adobe Photoshop**
- Internet **HTML, CSS, basic XML**
- Other **Salesforce.com, Audio and video editing**

Education

- 2012–2013 **Northeastern University** BOSTON, MA
Master of Science (MS), Technical Communication
- 2004–2008 **Bucknell University** LEWISBURG, PA
Bachelor of Arts (BA), Economics