



# Jon Hertzig

## Business and Technical Writer

### Electric Ink LTD

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## SUMMARY OF SKILLS

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- ◆ Over 20 years experience writing and editing a range of technical and business documentation
- ◆ Track record of success helping international and local, high-profile, private and public-sector organisations
- ◆ Expert with policy and procedures for government and business
- ◆ Guru at documenting systems and applications from detailed specifications through web-based help
- ◆ Extensive financial background, including several major banks and Wall Street entities
- ◆ Versed in several software systems
- ◆ Experienced at plain-English editing
- ◆ Certified in Information Mapping®

## PROFESSIONAL EXPERIENCE: RECENT SUCCESSES

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<b>Organisation</b>	<b>WETA DIGITAL</b>
<b>Dates</b>	2008—2013
<b>Project</b>	Senior Technical Writer, documenting visual effects software for the film industry
<b>Key Responsibilities/Achievements</b>	<ul style="list-style-type: none"><li>◆ Writing user guides, online help, tutorials, procedures, intranet pages, and publicity material</li><li>◆ Translating between developers and artists</li><li>◆ Film credits: Avatar, Rise of the Planet of the Apes, Tintin, The Hobbit</li></ul>

<b>Organisation</b>	<b>OPENCLOUD</b>
<b>Dates</b>	2007 — 2013
<b>Project</b>	Developing a documentation portal for multi-national telecommunications company
<b>Key Responsibilities/Achievements</b>	<ul style="list-style-type: none"><li>◆ Researched and recommended a solution for making documentation more accessible to major clients (such as Vodafone and Motorola): an online enterprise wiki, using Confluence.</li><li>◆ Corresponded with wiki, plug-in and documentation experts to resolve issues around using Confluence for a documentation portal.</li><li>◆ Designed portal, created macros, added approval plug-ins, tweaked graphics and coded templates.</li><li>◆ Formatted, edited, restructured and rewrote documentation.</li></ul>

<b>Organisation</b>	<b>MINISTRY OF JUSTICE</b>
<b>Dates</b>	September — November 2008
<b>Project</b>	Institute of Judicial Studies (IJS) conversion of benchbooks to Webhelp
<b>Key Responsibilities/Achievements</b>	<ul style="list-style-type: none"><li>◆ Consulted to help resolve issues using RoboHTML, Word, and a custom-developed command-line tool, to convert documents to a user-friendly format for judges to access on the MoJ intranet.</li></ul>

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## **PROFESSIONAL EXPERIENCE: RECENT SUCCESSES (continued)**

<b>Organisation</b>	<b>TELSTRA-CLEAR</b>
<b>Dates</b>	October — November 2008
<b>Project</b>	Rewriting DMZ Messaging Administrators Guide
<b>Key Responsibilities/Achievements</b>	<ul style="list-style-type: none"><li>◆ Rewrote, desktop-published, and updated Administrators Guide for customising email security software.</li></ul>

<b>Organisation</b>	<b>WRITE GROUP</b>
<b>Dates</b>	2001 — 2008
<b>Project</b>	Plain-English editing, rewriting, and formatting documents for business and government, including:
<b>Clients</b>	<ul style="list-style-type: none"><li>◆ Prime Minister's Office</li><li>◆ Ministry of Education</li><li>◆ NZSIS</li><li>◆ NZ Fire Service</li><li>◆ NZ Business Round Table</li><li>◆ Department of Building and Housing</li><li>◆ ITPNZ</li><li>◆ Contact Energy</li><li>◆ Office of the Auditor General.</li></ul>

<b>Organisation</b>	<b>WAVELENGTH / TRANSPOWER</b>
<b>Dates</b>	July — October 2007
<b>Project</b>	Developing instructional design material for Transpower's new market system
<b>Key Responsibilities/Achievements</b>	<ul style="list-style-type: none"><li>◆ Attended and facilitated scoping sessions with trainers and subject matter experts from Transpower and Fronde (who were helping to develop the user interface) to gather structure and topics.</li><li>◆ Drafted self-study guides and assessments through multiple iterations with instructional designers, trainers, subject matter experts, editors and graphic designers.</li><li>◆ Developed templates for the instructional design team and reviewers.</li><li>◆ Reviewed and coordinated the work of other instructional designers.</li></ul>

<b>Organisation</b>	<b>BANK OF NEW ZEALAND</b>
<b>Dates</b>	September — March 2007 (3-month contract, repeatedly extended)
<b>Project</b>	MDE Frontline: a major upgrade to the technology in branches throughout New Zealand, to a Windows XP interface using a "Managed Desktop Environment"
<b>Key Responsibilities/Achievements</b>	<ul style="list-style-type: none"><li>◆ Documented all phases of the System Development Life Cycle (SDLC):<ul style="list-style-type: none"><li>▪ High-level and detailed system design specifications</li><li>▪ Visio diagrams of complex business processes</li><li>▪ Implementation processes and procedures</li><li>▪ Comprehensive reference for ongoing support</li><li>▪ Handover documentation.</li></ul></li><li>◆ Developed Word template with toolbar, macros, autotext, programmed navigational header, auto-updating variables and online help for project documentation.</li><li>◆ Initiated systems for standardising, monitoring status, and managing documentation resources.</li></ul>



## PROFESSIONAL EXPERIENCE: RECENT SUCCESSES (continued)

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<b>Organisation</b>	<b>WELLINGTON CITY COUNCIL</b>
<b>Dates</b>	2004 — 2007
<b>Project</b>	Developing deskfiles, procedures, and standards for Parks & Gardens business unit
<b>Key Responsibilities/Achievements</b>	<ul style="list-style-type: none"><li>◆ Developed format for deskfiles using Information Mapping® template.</li><li>◆ Interviewed employees, supervisors, and staff to gather requirements and fully document roles.</li><li>◆ Documented business processes and procedures.</li><li>◆ Wrote standards for the WCC intranet.</li></ul>

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<b>Organisation</b>	<b>STATE SERVICES COMMISSION (SSC)</b>
<b>Dates</b>	2004 — 2006
<b>Projects</b>	<ul style="list-style-type: none"><li>◆ Drafting a major upgrade to the E-government Interoperability Framework (e-GIF)</li><li>◆ Drafting the 2006 Equal Employment Opportunity (EEO) Progress report</li><li>◆ Editing technical policy documents for the E-Government Unit (EGU)</li></ul>
<b>Key Responsibilities/Achievements</b>	<ul style="list-style-type: none"><li>◆ <b>e-GIF:</b><ul style="list-style-type: none"><li>▪ Sole writer appointed to working group, along with Subject Matter Experts (SMEs), SSC consultants, and representatives of various New Zealand Government organisations, to modernise the e-GIF to an international standard</li><li>▪ Participated in brainstorming sessions to review content and format</li><li>▪ Reviewed existing documentation and international prototypes</li><li>▪ Initiated restructuring the document for maximum usability</li><li>▪ Re-wrote, revised, created graphics.</li></ul></li><li>◆ <b>EEO Progress Report:</b><ul style="list-style-type: none"><li>▪ Analysed and developed recommendations based on detailed brief</li><li>▪ Reviewed existing documentation and past reports</li><li>▪ Summarised research and consultation</li><li>▪ Drafted and revised.</li></ul></li><li>◆ <b>Technical policy documents</b> (Trust Authentication, URN Namespace, xNAL, xCIL, etc.):<ul style="list-style-type: none"><li>▪ Edited for plain English</li><li>▪ Restructured</li><li>▪ Reformatted</li><li>▪ Revised.</li></ul></li></ul>

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## PROFESSIONAL EXPERIENCE: BY INDUSTRY

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Industry	FINANCE
<b>BANKING</b>	<ul style="list-style-type: none"><li>◆ <b>BANK OF NEW ZEALAND:</b> Developed templates, wrote, formatted, and edited design, deployment, support, and handover documentation for a project to upgrade the technology used in BNZ branches. [Wellington: 2006-2007]</li><li>◆ <b>BARCLAYS CAPITAL:</b> Rewrote and performed Quality Assurance on documents outlining traders' procedures, for internal audit. [New York: 2000-2001]</li><li>◆ <b>CHASE MANHATTAN BANK:</b> Wrote and formatted HTML pages; and wrote, desktop published, and coordinated printing of quick reference cards; for various online financial systems. [New York: 2000-2001]</li><li>◆ <b>BANK OF NEW YORK -ESI SECURITIES:</b> Wrote, designed, and desktop published user guide, MS-HTML help, and webhelp for commission budget management program. [New York: 1998-99]</li><li>◆ <b>CITIBANK:</b> Wrote system overview and online help for International Customer Service Representative procedures for company Intranet; wrote System Administrator manual for international banking system. [New York/Delaware: 1993-94, 96]</li></ul>
<b>TRADING</b>	<ul style="list-style-type: none"><li>◆ <b>GARBAN-INTERCAPITAL:</b> Developed web-based help and quick reference card for fixed income online trading system. [New York: 2001]</li><li>◆ <b>MARKETXT:</b> Wrote user guides, web-based help, and javahelp for broker, trader, user, and customer service components of after-hours online trading system. [New York: 1999]</li><li>◆ <b>GLOBAL INVESTMENT SYSTEMS:</b> Created online help version of manual for mutual fund accounting system; designed webhelp prototype for mutual fund shareholder account management system; trained staff in RoboHTML. [New Jersey: 1995-96, 1999]</li><li>◆ <b>PLAID BROTHERS:</b> Updated online help for investment portfolio management system from 16 to 32-bit; completely redesigned help interface; trained staff in RoboHelp. [New York: 1999]</li><li>◆ <b>SALOMON BROTHERS:</b> Wrote and desktop published System Administrator's manual for financial reporting system networking database server to front-end Windows, Macintosh, and Workstation interfaces. [New York: 1993]</li><li>◆ <b>BEAR, STEARNS &amp; CO:</b> Researched, wrote, designed, and produced system design and development specifications, program and system documentation, and user guides for mainframe investment banking applications. [New York: 1987-88]</li></ul>
<b>INSURANCE</b>	<ul style="list-style-type: none"><li>◆ <b>GUY CARPENTER / EQECAT:</b> Wrote and desktop published user guides and online help for catastrophe modelling, program placement, accounting, and contract drafting applications for the reinsurance industry. [New York: 1995-99]</li></ul>
<b>ACCOUNTING</b>	<ul style="list-style-type: none"><li>◆ <b>ASTATA:</b> Wrote and designed web-based help for wireless job tracking, administration, and accounting system. [New York: 2000]</li><li>◆ <b>ALMALY:</b> Wrote and desktop published user guides for a comprehensive, modular, multi-platform accounting system. [Miami: 1992]</li></ul>

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## PROFESSIONAL EXPERIENCE: BY INDUSTRY (cont.)

Industry	FINANCE (cont.)
ANALYSIS	<ul style="list-style-type: none"><li>◆ <b>PERSHING FINANCIAL:</b> Created simulations of mainframe-emulation applications, for web-based training, using Authorware. [New York: 2000]</li><li>◆ <b>NEOVISION:</b> Developed platform-independent, web-based help for graphical financial analysis tool; trained staff in ForeHTML. [New York: 1999]</li><li>◆ <b>DUN &amp; BRADSTREET:</b> Wrote and desktop published user guides, and designed, wrote, and compiled online help for Windows-based systems for remotely accessing the D&amp;B Information Base. [New York: 1993, 95-96]</li><li>◆ <b>STANDARD &amp; POORS:</b> Redesigned, desktop-published, and wrote addendum to manual for CD-ROM database of American businesses. [New York: 1995]</li><li>◆ <b>FINANCIAL TECHNOLOGIES INTERNATIONAL:</b> Consulted to resolve problems in-house documentation department was having with current software and procedures; wrote proposal for new standards. [New York: 1995]</li><li>◆ <b>LIPPER ANALYTICAL:</b> Wrote and desktop published user guide and prototype online help for client-server based analytic reporting system. [New York: 1994]</li></ul>

	GOVERNMENT
Local	<ul style="list-style-type: none"><li>◆ <b>WELLINGTON CITY COUNCIL:</b> Wrote deskfiles and procedural standards for several roles in the Parks &amp; Gardens business unit. [Wellington: 2004-2007]</li></ul>
National	<ul style="list-style-type: none"><li>◆ <b>MINISTRY OF JUSTICE:</b> Consulting to help Institute of Judicial Studies (IJS) convert benchbooks to webhelp on Justice intranet. [Wellington: 2008]</li><li>◆ <b>STATE SERVICES COMMISSION:</b> Edited/re-wrote several technical policy documents for the E-government Unit; appointed to a Working Group upgrading the e-Government Interoperability Framework (e-GIF) for New Zealand; drafted the 2006 EEO Progress Report. [Wellington: 2004-2006]</li><li>◆ <b>LAND TRANSPORT NEW ZEALAND:</b> Revised Vehicle Inspection manuals to current standards, using Word and CorelDraw. [Wellington: 2003-2005]</li><li>◆ <b>WRITE GROUP:</b> Rewrote, plain-English-edited, and formatted documents for New Zealand Government, including Prime Minister's Office, Ministry of Education, NZSIS, NZ Fire Service, Department of Building and Housing, and Office of the Auditor General. [Wellington: 2001-2008]</li><li>◆ <b>RESULTEX:</b> Edited, wrote, and re-wrote technical documents developed for clients including NZ Police and Department of Internal Affairs. [Wellington: 2005]</li><li>◆ <b>TACTICS:</b> Redesigned manual for Ministry of Social Development's Funding for Outcomes Program; creating business process maps, restructuring and rewriting the document using Information Mapping®. [Wellington: 2007]</li></ul>
International	<ul style="list-style-type: none"><li>◆ <b>UNITED NATIONS:</b> Wrote and desktop published training guides on NetWare, WordPerfect, dBASE, Lotus, and PC/DOS for the United Nations Development Program (UNDP); Managing Editor of quarterly newsletter distributed worldwide; supervised desktop publishing in the Division of Management Information Services. [New York: 1988-90]</li></ul>

	COMMUNICATIONS
Telecommunications	<ul style="list-style-type: none"><li>◆ <b>TELSTRA-CLEAR:</b> Rewrote, desktop-published and updated Administrators Guide for email security software. [Wellington: 2008]</li><li>◆ <b>OPENCLOUD:</b> Developed a documentation portal, using Confluence enterprise-wiki software. Formatted, edited, restructured and rewrote documentation. [Wellington 2007-2008]</li><li>◆ <b>LUCENT TECHNOLOGIES / AVAYA COMMUNICATIONS:</b> Revised online help for telecommunications configuration program; desktop published technical manuals for telecommunications hardware and software; wrote user guide and webhelp for online translation checker integrating FrameMaker and Netscape. [New Jersey: 1998-2005]</li><li>◆ <b>TELECOM:</b> Desktop published complex technical manual for international telecommunications. [Sydney: 1992]</li></ul>
Web portal	<ul style="list-style-type: none"><li>◆ <b>THEGOOEY LTD:</b> Developed web-based online help for internet portal in conjunction with local ISP (iHug). [Wellington: 2001-2002]</li></ul>
Television	<ul style="list-style-type: none"><li>◆ <b>ON2:</b> Compiled web-based help for new technology broadcasting full-screen, television-quality video over the internet. [New York: 2000]</li><li>◆ <b>MUSEUM OF TELEVISION &amp; RADIO:</b> Wrote and desktop published user guides and System Administrators' manuals for the museum library computer system, integrating Mac/PC/Video technology. [New York: 1991]</li></ul>



## PROFESSIONAL EXPERIENCE: BY INDUSTRY (cont.)

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### SALES & MARKETING

#### Clients

- ◆ **UNILEVER:** Wrote and designed online help, user guide, and system documentation for account management and field sales promotion system. [New Jersey: 1997-2000]
- ◆ **THOMAS H. LIPTON:** Customized parent company's user guide and online help for tracking Lipton-specific product sales; trained staff in RoboHelp. [New Jersey: 1995-96, 99]
- ◆ **GENERAL ELECTRIC:** Created online help for sales, marketing, and inventory systems for GE Supply branches and customers. [Connecticut: 1995-97]
- ◆ **DYNAMIC SERVICES INTERNATIONAL:** Created online help for publishing company marketing support application; designed and wrote programmers' company brochure. [New York: 1996]
- ◆ **WESTCON:** Consulted to redesign and resolve problems in creating catalog of products and services produced as a Windows online help file; trained staff and helped implement proposed changes. [New York: 1995]
- ◆ **APPLIED AUTOMATION TECHNIQUES:** Wrote and desktop published user guides, system specifications, and promotional material on inventory, shipping, quality assurance, and time and attendance systems using portable radio-controlled barcode-scanning computer terminals networked on a UNIX system. [Miami/Tampa/Atlanta/Milwaukee/New York: 1992-94]

### SOFTWARE DEVELOPMENT

#### Clients

- ◆ **SYTEC:** Developed web-based help for change-control system; wrote and formatted comprehensive user guide for online corporate-rating system. [Wellington 2001-2006]
- ◆ **ROBOCAST:** Wrote online help and marketing material for new technology that creates user-configurable automatic displays of sequential, linked web pages. [New York: 1998-2001]
- ◆ **AXSPOINT:** Wrote marketing material for online XML applications for compressing, retrieving, and sharing vast quantities of information. [New York: 2000]
- ◆ **MAGITECH:** Wrote online help for MS Exchange Server administration program. [New York, New Jersey: 1998-99]
- ◆ **XYZT:** Wrote user guide for multi-user, graphical, development system and run-time environment for distributed databases and remote applications. [New York: 1994-97]
- ◆ **SOFTWARE CORPORATION OF AMERICA:** Created online help for application for remote communications between police patrol cars and station dispatchers. [New York: 1995]

### LEGAL

#### Clients

- ◆ **CLARK BOARDMAN CALLAGHAN / WESTGROUP:** Wrote and desktop published user guides and quick reference guides for electronically published (CD-ROM) legal reference and practice systems. [New York: 1994-97]
- ◆ **PB MARKETING:** Desktop published brochures and advertisements for law and accounting firms; wrote user guide for database/marketing tool for legal professionals. [Sydney: 1992]



## PROFESSIONAL EXPERIENCE: BY INDUSTRY (cont.)

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	OTHER
Clients	◆ <b>WETA DIGITAL:</b> Documented 3D-imaging software for the motion picture industry. [Wellington: 2008]
	◆ <b>LANGUAGEWORKS:</b> Desktop published translations of technical manuals in multiple languages using FrameMaker, PageMaker, and CorelDraw. [New York: 2002-2006]
	◆ <b>CCH-TRADEMARK RESEARCH:</b> Wrote comprehensive user guide for trademark research query and reporting system. [New York: 2001]
	◆ <b>GLAXO PHARMACEUTICALS:</b> Developed online help for comprehensive system for physicians and hospital staff to keep complete medical records. [New York/Chicago/Raleigh-Durham: 1995]
	◆ <b>DAVID WERNER INTERNATIONAL:</b> Wrote and desktop published user guides, and developed online help for DOS and Windows versions of program for cataloguing music collections. [New York: 1994-95]
	◆ <b>BERLITZ TRANSLATION SERVICES:</b> Desktop published technical manuals in French, Spanish, German, and Italian. [New York: 1993]
	◆ <b>COLUMBIA UNIVERSITY:</b> Wrote manual for minicomputer application managing campus-wide building maintenance; created subsystems for data management and reporting with S/38 utilities; supervised staff using the system. [New York: 1985-87]

## SOFTWARE EXPERTISE

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- ◆ **ONLINE HELP:** Confluence, RoboHelp/HTML, Captivate, Forehelp/HTML, Doc-to-Help, AuthorIT, Help Writer's Assistant.
- ◆ **DTP:** Quark Xpress, FrameMaker, PageMaker, InDesign, Word, WordPerfect, OpenOffice.
- ◆ **GRAPHICS:** CorelDraw, Illustrator, PhotoShop, Visio.
- ◆ **ELECTRONIC PUBLISHING:** FrontPage, Dreamweaver, Authorware, Acrobat, Folio.

## INVOLVEMENT/RECOGNITION

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- ◆ 2011 Finalist Best Plain English Communicator in New Zealand
- ◆ Featured as an example of a Technical Communicator on the **NZ Careers** website:  
<http://www.careers.govt.nz/default.aspx?id0=1050103&id1=J80344&id2=AE463FFA-7E7F-46DC-BDB9-4E025D454E64>
- ◆ Member, Technical Communicators Association of New Zealand (TCANZ).
- ◆ Authored two publications in *Southern Communicator: The Australia and New Zealand Journal of Technical Communication*.
- ◆ Selected for a 'Voice of the Customer' webinar by Confluence to showcase using their product to produce technical documentation.
- ◆ Selected for a case study on the Adaptavist web site to showcase using their ThemeBuilder plugin with Confluence
- ◆ Film credits: *Avatar*, *Tintin*, *Rise of the Planet of the Apes*, *The Hobbit* .