

# Geta Carlson

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## Summary

- 30 years as a successful independent contractor in the Bay Area
- Award-winning writer and editor
- Exemplary track record of delivering top-notch documents, in print and online, for new users and professional audiences
- Special skill in information design and making technical information clear and accessible
- Experienced in a range of content areas, including medical and healthcare content; virtualization, cloud computing, and collaboration technologies; marketing communications and brand voice for healthcare and finance; smart solutions and manufacturing; imaging systems, system administration, and software development environments (API and SDK reference tools)
- Creative, efficient, flexible—a team player who knows how to work with engineers, product managers, content experts, marketing, graphic designers, production staff, usability testers, and other writers and editors

## Recent Work

### Tenfold Information Design, 2015–present

Writer and editor of research findings summarizing scientific studies on energy-saving technologies. Projects, which are commissioned by the U.S. General Services Administration, include reports on:

- Smart thermostat control in commercial buildings
- LED fixtures with advanced integrated controls
- Electrochromic windows

*Geta embodies a rare skill set: a combination of intelligence, analytical ability, curiosity, painstaking attention to detail, clear communication (written and verbal), and a gift for concision. As a bonus, Geta also offers decades of experience in many kinds of technical writing. She is reliable, gracious, adaptable, funny, and intellectually alive.*

—Bill Freais, Partner, Tenfold Information Design

### American Academy of Ophthalmology (AAO), 2014

Project manager and developmental editor for a new Oculofacial Plastic Surgery Knowledge Center to be hosted on the AAO website. I implemented a cloud-based file system, managed the contributions of 40 physicians, and edited articles on topics ranging from surgical techniques to diagnosing diseases and groups of conditions. The site will support the training of fellows, and provide standards for certification and continuing medical education.

*“Our initiative has required coordination of contributions from scores of medical thought leaders, and Ms. Carlson has been absolutely superb in directing our heterogeneous group of authors toward a highly successful outcome. She established great rapport with our contributing doctors, and her organizational and editorial skills quickly advanced this project to the next level. Ms. Carlson’s extraordinarily effective communication skills and easy demeanor have made her a favorite among staff and faculty alike. She is exceptional.”*

—Robert G. Fante, MD, FACS

### UCSF, 2013

Developmental editor for UCSF’s proposal to establish a new Institute for Precision Medicine. Precision medicine seeks to integrate research on the molecular mechanisms of disease with clinical data on individual patients through a collaborative “information commons.” I restructured and streamlined UCSF’s 90-page proposal, pulling together diverse contributions from doctors, researchers, and other UCSF staff.

**Carl Zeiss, 2013–2014**

Writer of a visually oriented user's guide for a new Zeiss product, FORUM Glaucoma Workplace. I worked with teams in Munich and California. My work included producing versions of the manual for FDA 510k approval and for European regulators.

**Cisco Systems, 2005–2014**

Senior editor for Cisco Corporate Marketing. I reviewed and edited materials for data center, cloud computing, virtualization, and converged infrastructure solutions; security products; wireless networking and mobility products and services; digital media systems and video conferencing; industry-specific solutions (healthcare, finance and insurance, government, education, and retail); Cisco certification and education programs, and Cisco Capital finance. I have also edited video scripts for Cisco.

*"The edits from Geta look great—thank goodness we have people with this talent at Cisco!"*

–Don Proctor, Senior Vice President, Cisco

*"Geta is an absolute pleasure to work with—thorough, responsive, and conscientious!"*

–Linda Griffiths, Marketing Manager, Vertical Solutions, Cisco

**IOActive, 2012**

Senior editor and rewrite specialist for this comprehensive computer security leader based in Seattle, London, and Miami.

**Adobe Systems, 2005–2008**

Contract editor for Learning Resources in San Francisco, Seattle, and Newton, Mass. Projects included the *Flex 3 Developer's Guide*, *Programming ActionScript 3.0*, *Adobe License Manager User Guide* and Adobe Worldwide Licensing Website online help, *InDesign CS3 Porting Guide*, and *InDesign CS3 Programming Guide*.

*"Geta Carlson is an exemplary technical editor and always the first one I contact from our pool of contractors. She has a deep understanding of the technical material and is one of the best developmental editors I have ever known. She quickly developed great working relationships with a variety of writers in our department, all of whom praise her work highly, and she's more than met the challenge of editing their wide range of writing levels and styles. Geta is extremely thorough and sees both the details and the big picture. I can't recommend her highly enough!"* – Rosana Francescato, Editing Manager, Adobe Systems

**Kaiser Permanente, 2002–2011**

- Freelance writer and editor for Brand Creative in Southern California and Member and Marketing Communications in Northern California. These teams produce a range of healthcare-related materials for members and prospective members.
- Lead editor for kp.org physician biographies for the 4800 doctors in Southern California Permanente Medical Group.
- Developmental editor and copy editor for Thrive Across America, an online physical activity program marketed to employers as part of KP's preventive care approach.
- Lead editor for Northern California *Healthy Living Classes and Resources* catalogs for 2008 through 2012. My work on this project has included redesigning the class descriptions and listings for consistency and clarity across the catalogs and writing a style guide used by the editorial and design teams.
- Lead writer for the launch of Health Care Management Services, a new KP product being offered first in Georgia and Colorado, and then nationally.
- Editor for Medicare and State Programs. I worked closely with legal and regulatory administrators to produce evidence of coverage and summary of benefit documents. I also helped develop training materials for Kaiser employees, including courses on Medicare and sales training materials.
- Lead editor for the 2003 redesign of *Your Guidebook to Kaiser Permanente Services*,

distributed annually to four million Kaiser Permanente members.

- Lead editor for the 2002 edition of *Guidebook*. Wrote a 45-page style guide detailing new design and editorial conventions for *Guidebook*.

#### **Vermont Oxford Networks, 2003 and 2010**

Vermont Oxford Networks maintains the preeminent databases on neonatal intensive care. In 2003, the Network commissioned me to rework (research, design, and write) its database user's guide, distributed annually to hospitals throughout the world. In 2009–2010, I was the project manager and developmental editor for a book called *NICQ 2007: Improvement in Action*, which is based on the Network's collaborative work to improve neonatal care in hospitals throughout the United States.

#### **Macromedia, 2002–2005**

Contract editor for Instructional Media Design. Projects included the Flash 8 suite (*Using Flash*, *Getting Started with Flash*, *Learning ActionScript in Flash*, *ActionScript API Reference*, *Server-Side ActionScript Dictionary*, and *Managing Flash Communication Server*), the Flash Lite suite (*Getting Started with Flash Lite*, *Learning Flash Lite 1.x ActionScript*, and *FlashLite 1.x ActionScript Language Reference*), and the Breeze suite (*Breeze Manager User Guide*, *Breeze Meeting User Guide for Hosts and Presenters*, *Breeze Meeting User Guide for Participants*, and the white paper "Best Practices for Breeze Directory Services Integration").

Web editor for the introduction of Dreamweaver MX and the MX suite of products, including Fireworks MX, Flash MX, and Studio MX.

#### **California HealthCare Foundation, 2004–2005**

Web editor for various CHCF sites, including HealthVote 2004 and Health Coverage Guide. Web writer and editor for One-e-App, an online system for enrolling families in publicly funded health care programs.

#### **Consumers Union, 2005**

Developer of the *Consumers Union Web Copy Style Guide*.

#### **Hyperion, 2004–2005**

Editor for documents on various financial reporting and business analysis products.

#### **Peachpit Press, 2003–2004**

Project manager and developmental editor for Motion Graphics and Effects in Final Cut Pro and Apple Training Series: GarageBand and Apple Pro Training Series: DVD Studio Pro 3.

#### **American Academy of Ophthalmology, 2003–2004**

Web editor for the AAO's clinical education site, which presents the latest news and medical research for doctors in seven ophthalmic subspecialties.

#### **VICOR, Inc. (now FIS Global), 1997-2002**

VICOR develops voice and image recognition and financial data processing systems for major banks. Over a period of four years, I served as a one-woman documentation department for VICOR, researching, designing, writing, and updating reference guides, user guides, and interactive training. My work included:

- A 700-page guide to system architecture, presented as over 20 standalone books documenting different applications and subsystems and the system as a whole
- User's guides to system administration and to configuration management
- Computer-based training for new users of a data entry application

#### **Lab-Aids and SEPUP (Science Education for Public Understanding Program), 2002**

Developmental editor for a series of teacher's guides for a widely adopted middle school science curriculum.

## Clients Through 2002

- Apple Computer
- Digital Equipment Corp
- Hewlett Packard
- Informix
- Inktomi (an early search engine company acquired by Yahoo)
- Octiv
- Osborne-McGraw Hill and Sybex
- Seagate Enterprise Management Software
- Tandem Computers
- TRW Financial Systems

## Programming Guides, Technical Reference Guides, and Technical Journalism

- Apple Computer
- Borland
- Frame Technology
- Hewlett Packard
- Sybex

## Awards

The *New Wave User's Guide* and *NewWave Reference Guide* were voted best in class in the 1989 Northern California STC competition, and NewWave online help was voted best in its class in the 1990 competition.

## Tools

Adobe FrameMaker 11; Adobe Acrobat; Microsoft Office. Familiar with Adobe InDesign and HTML.

## References

Contact info available on request:

- Bill Freais, Partner, Tenfold Information Design
- Rosana Francescato, formerly Editing Manager, Adobe Systems
- Anne Szabla, Editorial Services, San Francisco
- Jim McNamara, Senior Systems Analyst, FIS Global
- Robert Fante, MD, FACS, Co-Editor-In-Chief, AAO/ASOPRS Oculofacial Plastic Surgery Knowledge Center
- Jeffrey Horbar, MD, Director and CEO, Vermont Oxford Network
- Karen Brighton, Manager, formerly Marketing and Communications manager at Cisco and director of Knowledge Management, Intuit
- Naomi Schiff, Principal, Seventeenth Street Studios
- Betsy Imholz, Director, Consumers Union West Coast Regional Office
- Cayford Burrell, Senior Vice President, FIS Global

*"Geta specializes in clear, accessible writing that is thorough and accurate in every detail."*

— Cayford Burrell, Senior Vice-President for Development, FIS Global

*"Geta did an extremely professional job for our clients, really wonderful. What stands out about her is not only her incredible attention to detail, but something rarer: an ability to comprehend the whole project, to see it in its final form, and understand it from the point of view of both the project's participants and its audience. We noticed that people in several different stages of the job, not only writers and editors but designers and supervisors, sought her advice throughout. We highly recommend her."*

— Randall Goodall, partner, Seventeenth Street Studios (graphic design and publishing)

*"I have worked with Geta in various contexts over the last 20 years. I know her as a writer, editor, and project manager. Geta has a great ear, setting the right tone for any audience. She has a gift for quick lookup elements—tables, sidebars, FAQs, at-a-glance summaries, data flow diagrams. She is a master of*

*structured content—readers internalize a map of the information without even thinking about it. Her prose is crisp, and she brings the reader/end user into the center of the picture. As an editor, she brings a lot of intensity to her work, but not much ego, and I love that combination. As a project manager, she was great to work with.”* — John Taylor, former project lead at HP and Adobe

*“It was my great pleasure to work with Geta Carlson for several years as she created a suite of books for VICOR. Geta has a sharp analytic mind and a wonderful knack for taking ambiguous and inconsistent information from developers and turning it into a complete and focused picture. She explains not just what the system does, but why things are done that way, using examples drawn from real practical situations. It was only after reading Geta’s description of our system that I really came to understand it myself. Her pleasant manner belies an amazing drive to get every technical detail just right.”*

— Bob Mackay, Senior Systems Analyst, FIS Global