

# Kay S. Greisen

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## Summary

Technical writer/communicator with a Certificate in Technical Communication and career background as a biotechnology laboratory research scientist. Strong computer skills, including work in desktop publishing, web design, and online help.

## Accomplishments

- Created an STC-award-winning, 74-page, photographically illustrated laboratory manual (and companion Quick Reference Guide) on propagating orchids from seed in tissue culture. In the process, taught myself how to use FrameMaker, the authoring software tool.
- Created a 30-page personal web site that includes 5 photo galleries, 2 printer-friendly PDF files, 2 electronic order forms, and credit-card purchasing via a shopping cart.
- Applied instructional design principles to the design/development of illustrated tutorials to supplement user guides for computer software and laboratory equipment. Integrated text and images in a user-friendly format suitable for both novices and experienced users.
- Converted a published scientific paper I co-authored into a hyperlinked online poster using RoboHELP HTML.

## Computer Skills

### Documents

Acrobat Distiller  
Excel  
FrameMaker  
Publisher  
WinZip  
Word  
WordPerfect

### HTML Editors and Web Publishing

Namo WebEditor  
WS\_FTP

### Help Systems

RoboHELP Classic  
RoboHELP HTML

### Graphics and Presentations

HyperSnap-DX  
Paint  
PhotoDeluxe Business Edition  
PowerPoint

## Employment History

### Publishing—Kay S. Greisen Specialties, Oakland, CA

2002–Present

As publisher and technical writer, prepared document files compatible with commercial Dochutech printer and arranged/oversaw large-scale printing orders. As publisher, expanded the markets for my self-published books.

- Filed applications required to obtain a registered copyright and ISBN numbers.
- Doubled my direct retail book sales by reworking/expanding my web pages' meta tags.
- Sought and secured a contract with the American Orchid Society (AOS), making AOS the exclusive reseller (from 2002–2003) of my orchid seed-flasking laboratory manual.
- Added eBay, Amazon, and another wholesale client to my list of sales outlets.
- Currently collaborating on a new book re cool-growing orchids.

### Independent Contracting—Kay S. Greisen Specialties, Oakland, CA

2001–Present

**Creason & Associates, Concord, CA.** As a technical writer, researched and prepared (with a partner) a proprietary report submitted to a major US-based corporation.

- Wrote 137 of a 179-page report, based on my compilation of 229 documents as exhibits.
- Prior to writing, prepared a 250-page digital resource of quotes and historical information.
- Edited, formatted, and prepared the final document for printing.
- Currently expanding and preparing this report for publication as a book.

**Creason & Associates, Concord, CA.** As a technical writer, prepared two public-hearing transcripts from videotapes for use in a civil trial. Completed and delivered all materials on time.

**The National Pemphigus Foundation, Berkeley, CA.** As a technical writer, rewrote and reformatted booklets describing the foundation and the diseases/treatments of pemphigus and pemphigoid.

- Performed internet searches to gather medical information beyond that provided.
- Prepared two 16-page information booklets that are readily understood by lay people.

**Creason & Associates, Concord, CA.** As a technical writer, prepared multiple documents, such as a poster, jury instructions, and special verdict form, as needed during the course of a trial.

- Despite tight deadlines, completed and delivered all materials on time.
- Created a marketing brochure that promotes the firm's legal experience and services.
- Rewrote and reformatted procedures into a viable proposal for Board approval.

### **Training for Career Change**

**1999–2001**

Coursework in Technical Communication at UC Berkeley and UC Santa Cruz Extensions.

- Created a 30-page web site for KaySGreisenSpecialties.com and my self-published books.
- Researched, wrote, and designed an orchid seed-flasking laboratory manual and submitted it to an STC competition for which it won an Award of Excellence.
- Earned a Certificate in Technical Communication, Awarded with Distinction.

### **Roche Molecular Systems, Alameda, CA**

**1990–1998**

As a Senior Scientist in the Infectious Disease Department, designed and executed experiments in the research and development of RNA-/DNA-based polymerase chain reaction (PCR) assays to detect infectious disease agents in clinical samples.

- Co-authored an article, book chapter, and posters. Presented a poster at national meeting.
- Completed a literature search and laboratory experiments under aggressive timeline to design a detection assay. Delivered on schedule.
- Prepared a detailed document package for smooth transfer of a detection assay from California to the New Jersey Development team.
- Wrote monthly progress reports for a business team and gave oral reports to scientific staff.

## **Education**

### **Degrees and Certificates**

- Certificate in Technical Communication, Awarded with Distinction, November 2000  
University of California, Berkeley Extension, Berkeley, CA
- B.S. in Biochemistry  
Cornell University, College of Agriculture, Ithaca, NY

## **Book Publications**

- *Commercial Propagation of Orchids in Tissue Culture: Seed-Flasking Methods.* An illustrated laboratory manual, 2000.
- *The Akita Club of America, Inc. Akita Stud Book Register,* 1998 and 1976.

## **Technical Communication Award**

- Intermountain Chapter of the Society for Technical Communication, "Award of Excellence," for *Commercial Propagation of Orchids in Tissue Culture: Seed-Flasking Methods,* 2000–2001 Publications Competition.