Heather Eisenbraun

Email
info@heather-eisenbraun.com

Portfolio Website
www.heather-eisenbraun.com

LinkedIn
linkedin.com/in/heisenbraun

SUMMARY

I'm a content professional passionate about connecting content to business goals, operations, and intended audiences. I'm looking for an opportunity to design sustainable, scalable content solutions that adapt across customer journeys and scale to accommodate growing product portfolios.

SERVICES & SKILLS

Foundations for Machine Learning and Semantic Web
Knowledge Modeling
Taxonomies
Ontologies
SKOS
RDF

Information Architecture
Content Modeling and Reuse
Structured Content
DITA XML
Sitemaps
Filter & facet design
Prototypes & Wireframes
User Research

Content Strategy
Content Purpose & Goals
Content Ecosystem
Content Value

Content Optimization
Content Operations
Terminology Management
Metadata

EXPERIENCE

Chief Information Architect – 100% Remote
2011– 2022

- Partner with UX, Localization, Digital Support, Search, and Product teams to conduct stakeholder and user research, including interviews, requirements gathering, focus groups, and domain modeling activities.
- Design content strategies for online, offline, and (software) in-product channels.
- Create and govern taxonomies and controlled vocabularies to improve the findability of 400,000 pages of technical product content for ni.com/docs.
- Design and govern metadata strategy to enable enterprise content reuse and adapt to different contexts.
- Design, measure, and evaluate content health and value to inform content priorities and standards.
- Standardized NI's highly specialized DITA implementation to enable upgrade to the DITA 1.3 specification and current DITA-OT, reduce specialized tags by 75%, and simplify the authoring experience and training needs.
- Developed a "Breaking Down Big Problems" process and workshop for individual contributors who need support delivering solutions in complex content development environments or ecosystems.

Senior Group Manager – Austin, Texas
2002 – 2011

Recruited into a management role that required strong interpersonal skills and an ability to prioritize and coordinate customer needs, business goals, and employee interests. I served in the following functions.

- Personnel Manager: Led a team of 20 technical writers documenting 40+ software products. Interview, hire, mentor, grow, and support my people.
- Product Owner: Developed the vision for product documentation, communicated multi-year roadmaps, and aligned stakeholder expectations.
- Project Manager: Aligned execution throughout the development cycle. Identify automation opportunities throughout our workflow to increase team capacity and content consistency.

Technical Writer – Austin, Texas
1997 – 2002

- Analyzed our audience and drafted original content to meet customer getting started, reference, and troubleshooting needs.
- Delivered help, user manual, and Web content.
- Tested software and worked with product developers to resolve bugs and usability issues.
- Edited existing content based on customer feedback, usability, completeness, correctness, and style guide.

EDUCATION

Bachelor of Arts, Technical & Scientific Communication, *summa cum laude*
Texas Tech University – Lubbock, TX
Minor in Computer Science

RECENT TRAINING

Certificate in Knowledge Engineering with PoolParty taxonomy, ontology, and data linking software

PoolParty Academy, Semantic Web Company

Completed January 2023

Practical Knowledge Modeling (Ontology 101)

Udemy

Completed January 2023