

Blake ELDER

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SQA/Technical writing

Providing support to all software and hardware development activity: software quality assurance, technical documentation, project management, and technical support.

Summary

Results driven manager with over twenty-five years progressive experience from start ups and small companies to large corporations. Experienced in a **variety of domains**, from scientific instrumentation to desktop publishing to advertising to proprietary auctions technology. **Proficiencies** include requirements gathering/mapping to project and test plans, managing projects from specification phase through final delivery, excellent communication and organizational skills, and concurrent project management. Skilled at: managing eclectic and distributed teams and third parties; schedule/budget development and tracking. Pragmatic use of **classical** to **agile** methods.

Experience

Hamilton Medical

medical devices for ICUs

February 2018 - present

Technical writer

Chur, Switzerland

Responsible for product documentation for mechanical ventilators and related hardware/software technologies. Target audience includes doctors, respiratory therapists, nurses, and medical/IT staff:

- Write, edit, and validate to devices end user operator manuals, instructions for use, tech specs, quick guides
- Provide writing/editing support to software development, regulatory affairs, marketing, and other departments
- Tools include Adobe suite (Illustrator, FrameMaker, Acrobat), Schema ST4 (XML based CMS), Atlassian suite, the usual Microsoft apps (Word, Project, Excel, PowerPoint)

70Relay

project management, sqa, documentation

October 2009 - present

Principal

On site and remote work for a variety of clients:

Labsphere

scientific instruments for light measurement

New Hampshire, Shanghai

An established manufacturer of sophisticated light measurement systems wanted to ramp up its software development:

- Established first SQA process for software development team: test plans, processes, release procedures
- Set up and hosted wiki/bug tracking system
- Tested Labsphere's Illumia software
- Helped write API documentation for software developer's kit

Endurance Lending

web based micro lending

San Francisco

Start up business with distributed engineering teams:

- Set up and ran Selenium and manual testing of web site
- Mapped specs to test cases; testing, bug logging and regression; investigated field problems

Playlist.com

digital music, track streaming, music search

Palo Alto

Continuation of previous responsibilities (see below)

Auctionomics

proprietary SaaS auction software

Palo Alto

A small company (two Stanford professors, one developer) focused on auction consulting and execution using MaaX, an SaaS system designed for use in auctions for broadband spectrum, financial instruments, power/energy, commodities, and similar. Created Selenium, Visual Studio, and manual test cases for MaaX software.

Onset Technology

Business software

Santa Cruz/Tel Aviv

Project Manager

Managed software beta and rollout. Product was client/server fax to email middleware. Issue tracking, scheduling, and the usual project management functions.

Playlist.com*digital music, track streaming, music search**August 2008 - October 2009**SQA Manager**Palo Alto*

First SQA engineer/manager:

- Built SQA department: tools, documentation, staffing, procedures
- Managed projects & processes
- Built and ran an extensive Selenium RC suite and Python/twill scripts
- Tested everything: web site, Flash/Flex player, track ingestion from major labels (Sony, EMI, etc.), reporting, music search algorithms, playlist storage, music purchase payment system integrated with third party payment provider.

Claria*internet advertising and content delivery**November 1998 - September 2007**Senior Director, Quality Assurance & Tech Support**Redwood City*

Third employee of internet behavioral advertising pioneer that grew to over 200 employees with \$150 million in annual revenue. Built a respected and effective department with a variety of teams mirroring business/technical functions:

External IT projects:

- User facing desktop and web based applications: e-wallet, utilities, custom home page
- Extensive contextual ad and content network platform based upon an anonymous profile
- Servers/colos: communications and data flow to/from client through load balancers to firewall to servers
- Third party - manage/test integration for various partners or open apis: Yahoo, Netflix, Flickr, Overture/Goto

Internal IT projects:

- Data/analytics - ETL/ BI reporting from client/server stats; daily data in tens of GBs; data warehouse grew to +30TB
- Ad and content creation/publication tools for internal professional services group
- Research projects - for legal and business groups to help make fact based business decisions

Notable:

- Team grew to twenty-five employees in Redwood City, Austin, San Diego, Oregon
- Scaled from 0 to 48 million active users in four years
- Autoupdated 40 million users every 2 months with a 90% first-try success rate

Visioneer, Inc*Paperport software and Visioneer scanners**September 1995 - July 1998**Senior SQA Manager (Windows)**Palo Alto*

Managed twelve SQA engineers testing Visioneer and OEM branded software.

- managed testing of Paperport software, drivers, and firmware for sheetfed and flatbed scanners
- worked with OEM partners (HP, Compaq, Western Digital) for bundling PaperPort software with third party hardware devices
- managed test documentation development, QA Partner automation, and external beta program

*SQA Manager (Macintosh)**April 1995 - September 1995*

Managed six SQA engineers testing PaperPort 3.0/3.5 and the Vx greyscale sheetfed scanner. This included both a Visioneer brand version as well as an OEM version for Hewlett Packard (HP 4s scanner), Compaq, and Brother

- scheduled, tracked, and tuned testing activities
- managed creation of test documentation, QA Partner automation, Apple Lab testing

Frame Technology, Inc *Long document authoring and publishing software**September 1993 - March 1995**SQA Manager - All Platforms**San Jose*

Expanded areas of responsibility to all Frame products on all platforms. Activities included:

- Scheduled and tracked project work of 18 qa engineers; product testing, test documentation, scripting (using QA Partner and the FrameMaker SDK), spec and code reviews, documentation review
- Worked with other departments to begin development of next generation of Frame's SGML products
- Managed testing of ports of FrameMaker 3.1 to NeXTStep for Motorola, Intel, and HP-PA RISC platforms
- Worked with other managers and qa architects to develop a plan for simultaneous testing and release of FrameMaker 5 on multiple platforms (Windows, Macintosh, UNIX); this was an interesting, complex project

*SQA Manager - Macintosh Products**June 1992 - September 1993*

- Staffed and managed a team of eight QA engineers that tested FrameMaker 3.0.1 & 4.0, and it's associated SGML and SDK products
- Managed sw/hw configuration testing, process improvement, automation, booth duty at trade shows (Seybold, MacWorld)

*Software Test Engineer**March 1992 - June 1992*

Worked on an SQA team for FrameMaker 3.0 for Windows. Tested assigned areas of new builds, logged and regressed bugs, reviewed end user documentation, wrote test plans and test cases.

Intuit, Inc.*Personal finance software**April 1991 - March 1992**Software Test Engineer**Menlo Park*

Member of a team of testers for Quicken on DOS/Windows. Tested a variety of modules, logged and regressed bugs. Reviewed documentation and on-line help system, wrote test plans and cases, and assisted other test teams with product testing. Developed automated scripts for regression testing.

Ashton-Tate, Inc.*Business Software**January 1990 - April 1991**Software Test Engineer**Los Gatos*

Worked on a team of testers for Framework IV. Created test plans and test cases, wrote automated test routines, reviewed documentation, supported beta sites. Performed feature testing, configuration testing, bug logging, and regression. Worked with third party filter developers to integrate filters into product. Set up a new system of progress tracking that was implemented throughout group. Worked with technical support to resolve customer issues.

CMS*Custom software for Pacific Bell**August 1987- January 1990**Software Test Engineer**San Jose*

Joined a six person start up building customized project and construction management software for Pacific Bell. I tested the system, wrote the documentation and online help, provided training and technical support. System was implemented throughout California.

FMC Defense Systems *Defense contractor**June 1985- August 1987**Writer, analyst**Santa Clara*

Started out as a technical writer for one of FMC's DoD programs, the M113 and its variants. Promoted to engineering analyst for the integrated logistics support team. Selected for management training program.

Education and languages

B.A. History, German

*University of Vermont, Universität Heidelberg, Germany***Continuing**

- University of California Santa Cruz: Hardware for Software Engineers | Database System Essentials
- University of California Berkeley: Usability Engineering Workshop | Testing Applications on Windows
- Seminars on management, engineering process, interviewing/hiring, project management, scheduling/tracking

Languages: English - native speaker | German - limited working proficiency | French - elementary proficiency

Technical

server: LAMP stack, .ASP/.NET, IIS | **user facing:** all things browser, Mac/Windows application, installers/plugins, drivers/firmware | **other layers:** solr, ngingx, memcached, ETL/data aggregation procedures w/different flavors of sql | **project and writing tools:** BaseCamp, Trac, Scrum Ninja, FogBugz, Bugzilla, Asana, Atlassian suite, Adobe (Illustrator, FrameMaker, InDesign, etc.), MS-Office, Scrivner, Doxygen, HelpStudio - probably others | **etc.:** as needed tinkering in Selenium, Python, shell scripts, Ubuntu server administration and limited use of the usual repositories: Mercurial, Git, Svn, Tortoise, Visual Source Safe

Personal

Enjoy swimming, sailing, and surfing. Reading, writing, gardening. Occasional golfer, hiker, skier.