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Profile

Experienced as an author, technical writer, scriptwriter, digital content creator, and marketing communications writer

- Extensive experience in technical communication with a large portfolio that includes white papers, case studies, technology perspectives, technical references, hardware and software user guides, online help systems, solution briefs, and troubleshooting manuals.
- Skilled with digital video tools and techniques, including Adobe Premiere Pro CC. Equipped to produce and master DVD–Video discs for duplication or replication. Author of *Making DVDs*, published by McGraw–Hill.
- Experienced with rich media development tools and techniques, including Adobe Animate CC, Sony ACID Pro, Sony Sound Forge, Apple Logic Pro X, Adobe Audition, and others. Author of *Flash Character Animation: Applied Studio Techniques* published by Sams Publishing.
- Experienced with Web publishing techniques, HTML coding, and JavaScript. Author of three books on Internet–related topics, including books about JavaScript and Internet audio.
- Equipped to design, develop, premaster, and record CD–ROMs in all standard formats, including Red Book audio CDs; author of three books on optical recording technologies.
- Accomplished with Windows, Macintosh, and UNIX publication tools, including Adobe InDesign, Adobe FrameMaker, QuarkXPress, and Microsoft Word.
- Well versed in collaboration environments, including Hightail Spaces, Google Drive, Dropbox, Sharepoint, and others. Numerous projects completed with teams located in diverse geographies.

Experience

Technical writer, author, and independent consultant

Wrote and produced technical references, user guides, marketing collateral, product messaging, newsletters, and help systems for a variety of clients, including Red Hat; Intelligent Mechatronic Systems; Intel Corporation; Black Duck; Open Data Center Alliance (ODCA); Mimecast; Nuxeo; Ember Corporation; Planar; Ektron; Adlib Software; BlackBerry; Disc Makers, Inc.; WinMagic; Apple Inc.; and others. Recent projects include a white paper on InsurTech trends for Intelligent Mechatronic Systems Inc.; a series of analyst briefs for Red Hat | Gartner | Intel focused on IT modernization technologies; a technology perspective for Red Hat on the energy vertical market; a Carbon Footprint and Energy Efficiency proof of concept for ODCA; an eight-volume RFP response for Intel Federal; a technology perspective for Intel on open intellectual property in academia; a white paper on Amazon Web Services deployment for the Nuxeo Platform; and a series of ebooks for Planar on practical applications of large-screen display technology.

Representative Project List

White paper: InsurTech Sparks Digital Industry Transformation

This paper examines the digital transformation trends in the industry and looks at opportunities for mainstream insurers to not only adapt to these new competitive threats, but to openly participate, benefit, and profit from the changes. View: http://www.lee-purcell.com/assets/InsurTech_Challenges_IMS.pdf

Analyst brief: Building an Energy-Sharing Economy - A Digital Transformation Vision

This joint project—involving Gartner, Red Hat and Intel—expanded on a set of research notes from Gartner to showcase the tools and technologies available through digital transformation initiatives to enable an energy-sharing economy for utilities. Download: <http://www.lee-purcell.com/assets/redhat-1-3LIE2R5.pdf>

Technology perspective: Telecommunications Industry Modernizes to Keep Pace with Change

Researched and written as part of a Red Hat vertical marketing campaign, this paper covers the ways in which digital transformation is transforming telecommunications. With the commoditization of core services, telcos are seeking integrated solutions—such as cloud services and big data analytics—to create new revenue streams and expand their market reach. View: http://www.lee-purcell.com/assets/RH_US_Telco_TechPerspective_v1.pdf

Brochure: Enhancing the OpenStack User Experience

Written and designed in support of the OpenStack UX project team at the OpenStack Summit in Barcelona, this brochure provides research findings, user experience recommendations, and a discussion of techniques for improving OpenStack functionality. View: <http://www.lee-purcell.com/assets/Openstack-User-Experience.pdf>

White paper: Alleviate Technical Debt

Researched and written as part of the Red Hat IT Without Boundaries campaign, this white paper describes an approach for organizations to update their IT infrastructure to improve competitive stature and modernize the architectures of traditional data centers. View: http://www.lee-purcell.com/assets/Alleviate_Technical_debt_RC01_18AUG16.pdf

White paper: Capitalizing on the Internet of Things

Developed as a lead generator for IMS, this paper explores the potential applications of the Internet of Things for providing extended services to customers of insurance firms. View: <http://www.lee-purcell.com/assets/IoT.pdf>

Education

California State University at Chico – B.A. in International and Intercultural Communication, graduated summa cum laude.

Additional Information

For additional information about my background, experience, and recommendations, please visit LinkedIn: <https://www.linkedin.com/in/lightspeedpub/>