

# Christopher Burd

## Business analyst · Writer · Information designer

I am an experienced business analyst and writer with proven strengths in content development, group facilitation, and web development. I've researched and developed best practices for applications and web sites, and am expert at engaging stakeholder groups, gathering and developing requirements, and expressing content in plain language for specialized audiences or the general public. An independent consultant since 1995, I've worked widely in the BC public sector, especially in business analysis, information-technology planning, policy writing, and software documentation. I'm also a general-purpose writer and editor with strengths in graphic design, intelligent forms, and web design.

Catchword Information Design Ltd., based in Victoria, British Columbia, provides business analysis and communication services, primarily in the government and information-technology sectors.

## CLIENT LIST

### Public sector

AG	BC Ministry of Attorney General	SG	BC Ministry of Solicitor General
AL	BC Ministry of Agriculture and Lands	TCA	BC Ministry of Tourism, Culture and the Arts
AVED	BC Ministry of Advanced Education and Labour Market Development	TRAN	BC Ministry of Transportation
BCHIDO	BC Health Industry Development Office	TTED	BC Ministry of Technology, Trade and Economic Development
EBC	Elections BC		
ENV	BC Ministry of Environment		
FIN	BC Ministry of Finance		
HLTH	BC Ministry of Health Services		
ICBC	Insurance Corporation of BC		
INFOWAY	Canada Health Infoway		
LCS	BC Ministry of Labour and Citizens' Services		
LTSA	Land Titles and Survey Authority of BC		
OCO	BC Online Channel Office		
PSA	BC Public Service Agency		

### Private sector

AMA	Anthony Macauley Associates
EDS	EDS Canada
GPI	Gordon Point Infomatics
IBM	IBM Canada
ITI	International Technology Integration
NS	NetScribe Communications
PCFSA	Pacific Centre Family Services Association
ROCKLD	Rockland System Solutions
TP	TP Systems

## CONTACT INFORMATION

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## SELECTED PROJECTS

For more projects, see page 3.

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### Web development for Pacific Centre Family Services PCFSA, ITI 2010 | 1 month | business analyst

As web business analyst, gathered requirements and developed a high-level design for a website and intranet serving a province-wide network of approx. 100 social-work professionals.

- Led the client through the requirements process, focusing on social-software strategies for building community.
- Evaluated Joomla social-software extensions.
- Developed a requirements document

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### myKepler Public Outreach ITI 2009–10 | 6 months (ongoing) | business analyst

Performed business analysis for an international public-outreach project. myKepler aims at building community of schools around NASA's Kepler mission. See [www.mykepler.com](http://www.mykepler.com)

- Analysed business requirements.
- Identified and interviewed prospective stakeholders.
- Determined focus-group requirements

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### Web Development for the Online Channel Office OCO, ITI 2009 | 5 months | content developer, information architect

As content developer, wrote public-facing, audience-appropriate content covering multiple policy domains for a new government portal. Also developed user and content models and designed the information architecture for the site.

- Analysed focus-group findings and usage statistics to support IA and SEO/metadata strategies.
- Developed a distinctive, consistent authorial voice.
- Worked with technical and client groups to develop approach for Web 2.0-style dynamic content.
- Scripted and sourced talent for video segments.
- Facilitated a focus-group session.

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### Online Voter Registration Enhancements EBC, EDS 2008 | 5 months | business analyst, UI designer

Online Voter Registration (OVR) is an Elections BC web application supporting both citizen self-service and frontline service provision. As business analyst, developed the client's change requests into detailed business requirements and a high-level design. This involved major changes to two web applications, three batch processes, and the overall system architecture.

- Created use cases, data-flow models, and user-interface prototypes.
- Conducted stakeholder meetings with client.
- Developed iterative drafts of requirement and design documents.
- Refined technical solutions in collaboration with technical staff.

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### Electronic Health Record Privacy Policy HLTH 2008 | 5 months | policy writer

As policy writer, developed a policy document on the privacy issues around the Electronic Health Record (EHR), addressing legislative, policy, and technical perspectives. EHR is a key element of the eHealth initiative.

- Conducted an environmental review of existing documentation.
- Reviewed draft legislation.
- Interviewed key stakeholders.
- Developed iterative drafts of the main deliverable.

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### Public Service Agency Web Migration PSA, ITI 2007–08 | 4 months | team lead, content developer

The BC Public Service Agency (PSA) needed to migrate and repurpose web content, for use by all BC government employees. As team lead, managed technical, design and business issues during the content migration phase. As content developer, rewrote, edited, and repurposed content for the new site.

- Assigned project tasks and wrote status reports.
- Managed technical issues with the content-management system.
- Liaisoned with ministry staff to resolve technical issues.
- Developed work flows and automated routine tasks using Visual Basic macros.

See <http://www.employee.bc.ca> (BC government users only).

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### GeoBC Web Redevelopment AL, NS 2006 | 4 months | content developer, business analyst

As business analyst/content developer, helped repurpose a legacy web site into the front end of an e-business application.

See [ilmbwww.gov.bc.ca/bmgs](http://ilmbwww.gov.bc.ca/bmgs).

- Interviewed subject-matter experts.
- Reorganized and extended content.
- Coordinated content development by client staff.
- Gathered requirements for future development of certain client areas.

**Office of the Comptroller General Intranet Redesign** FIN, ITI 2005 | 4 months | business analyst, information architect

As web business analyst, developed a new design for the Office of the Comptroller General (OCG) intranet. The intranet was used by seven largely isolated work units and served as an information resource for financial-management staff throughout government.

- Ran focus-group and stakeholder processes.
- Developed information elicitation exercises.
- Created iterative prototypes incorporating stakeholder feedback.
- Liaisoned with technical staff.

**Ministry Information Technology Plans** AL, TCA 1995–2001, 2005 | 40 months | technical writer

As technical writer, developed eleven annual and long-term IT plans for submission to Treasury Board and central IT agencies. The 1997/98 annual plan was identified as a model IT plan for small ministries by the government's IT standards agency. These deliverables were required for budget approval and facilitated internal planning.

- Gathered and documented technical, business, and strategic requirements.
- Conducted client interviews at all levels up to assistant deputy minister.
- Managed sign-off complex processes.
- Wrote a speech on IT issues for the assistant deputy minister (1998).

**System Development Life Cycle Standards** ENV 2004–05 | 7 months | business analyst, technical writer

As business analyst and technical writer, reviewed and redeveloped System Development Life Cycle (SDLC) documentation standards for new systems and projects.

- Researched best practices.
- Interviewed stakeholders and resolved conflicts among stakeholder groups.

**Service BC Intranet Redesign** LCS, ITI 2004 | 3 months | business analyst, information architect, web designer

As web business analyst, led requirements gathering and redesign for an approx. 1500-page intranet, following a user-driven methodology, while incorporating current Government standards and best practices and liaisoning with the technical team. The ministry designated the project as a best practice benchmark.

- Researched standards and best practices.
- Developed a focus-group process and designed information-elicitation exercises.
- Extensive focus-group and stakeholder interviews.
- Developed iterative prototypes and verified solutions with stakeholders.

**Oracle Application User Documentation** ENV 1995–2003 | 20 months | technical writer

As technical writer, developed user and training documentation for five Oracle-based applications and a web-based data warehouse. Lead writer on a five-person writing team (2003); sole writer on earlier projects. Deliverables comprised comprehensive user documentation, web-based help, and PowerPoint presentations.

Business areas:

- Recording enforcement actions,
- Monitoring compliance processes,
- Tracking case referrals,
- Processing electronic laboratory requisitions,
- Managing contacts with First Nations.

## OTHER PROJECTS

**HL7 Messaging Standards** INFOWAY, GPi 2007–08 | 4 months

Edited and restructured twelve volumes of technical documentation for a Canada Health Infoway/eHealth health-data standards project.

**CAS Contract Management** FIN, ROCKLD 2007 | 5 months

Developed web-based help for the Corporate Accounting Services (CAS) system using RoboHelp and Oracle Financials.

**IAM Security Infrastructure** AG, SG 2006 | 4 months

Developed a large documentation set for a security infrastructure project at the two Justice ministries.

**Digital Survey Plan Project** LTSA 2005–07 | 4 months

Developed and expanded user documentation for the Digital Survey Plan application, aimed at BC surveyors.

**PharmaCare Work Procedures** HLTH, ITI 2005 | 2 months

Documented PharmaCare work procedures for the transition to a public-private partnership.

**Electronic Filing System** LTSA 2003–04 | 4 months

Documented the electronic-forms process for BC lawyers, conveyancers, and surveyors.

**Ecosystem Quality Assurance Manuals**

ENV 2002–03 | 5 months

Edited a set of manuals; developed an introductory guide.

**Government Agents Information Technology Plan** LCS, TP 2002 | 4 months

Developed a strategic IT plan for the GA Branch, gathering requirements, providing business analysis, and managing the stakeholder sign-off process.

**Investment Capital Intelligent Forms**

TTED 2000–02 | 4 months

Created and updated intelligent PDF and Word forms for the Investment Capital Branch's web site using JavaScript and Visual Basic.

**Health Strategic Plan** [BCHIDO, AMA 2002](#) | 1 month  
Working with the BC Health Industry Development Office, edited a major deliverable for the Egyptian Ministry of Health and Population.

**Aquaculture Regulations** [ENV 2002](#) | 1 month  
Edited and rewrote regulations and strategic documents for the Aquaculture program.

**Environment Plain Language Editing** [ENV 2001](#) | 3 months  
Edited approx. 600 pages of internet content for clarity and conformance to standards.

**Information Technology Planning** [TSA 1996–2001](#) | 8 months  
Developed RFPs, project charters, and other high-level IT planning documents.

**GARMS Future Study** [TSA 2001](#) | 2 months  
Re-wrote a 300-page strategic document from an outside consultant on the future of the Government Agents Revenue Management (GARMS) System.

**Property Taxation Cheque Processing** [FIN 2000](#) | 1 month  
Documented procedures for the Property Taxation Branch.

**OneStop Online Forms** [LCS 1999–2000](#)  
Implemented online forms for the OneStop Business Registration Initiative.

**Vital Statistics Policies and Procedures** [HLTH 1999](#) | 2 months  
Developed a policy and procedures manual for the BC Vital Statistics Agency.

**PharmaCare Pharmacy Policies and Procedures** [HLTH 1998-99](#) | 8 months  
Developed a policy and procedures manual for distribution to BC pharmacies.

**Health RAI Project** [HLTH, IBM 1998](#) | 5 months  
Provided technical-writing support for the Registries Application Interface (RAI) project.

**CRMS Online Help** [TSA 1998](#) | 2 months  
Developed online help for the multi-agency Corporate Records Management System using ForeHelp.

**Cooperatives Publications** [TSA 1998](#) | 2 months  
Redesigned publications; rewrote the introductory Cooperatives guidebook.

**ICBC Online Manuals** [ICBC 1997–98](#) | 1 month  
Reconfigured existing procedural manuals into online help.

**Vital Statistics Business Process Redesign** [HLTH 1997](#) | 2 months  
Analysed workflow and developed forms for a business-process redesign.

**Vital Statistics Batch Jobs** [HLTH 1997](#) | 2 months  
Documented procedures for running mainframe batch jobs at the BC Vital Statistics Agency.

**Property Tax Audits and Appeals** [FIN 1997](#) | 1 month  
Documented procedures for audits and appeals at the Property Taxation Branch.

**Student Loans Program Data Warehouse** [AVED 1996](#) | 2 months  
Produced online help for an Oracle data-warehouse application using RoboHelp.

**Client Registry Policy and Procedures** [HLTH 1995](#) | 4 months  
Produced a detailed policies and procedures manual for the Client Registry business unit of BC Vital Statistics Agency.

## PREVIOUS WORK EXPERIENCE

**Architel Systems (Toronto)** [1989–94](#)  
Technical writer and editor for a rapidly growing software firm in the telecom sector.

**Digital Equipment Corporation (Toronto)** [1989](#)  
Contract editor for proposals aimed at the corporate financial sector.

**Dofasco (Hamilton, Ontario)** [1986–88](#)  
Contract technical writer .

**University of Western Ontario** [1984-86](#)  
Instructor, Effective Writing Program; Teaching Assistant, Department of Political Science.

## EDUCATION AND CREDENTIALS

**International Institute of Business Analysis** [2009](#)  
Member. Credits towards Certified Business Analysis Professional (CBAP) designation.

**Royal Roads University** [2003-05](#)  
Advanced Certificate of Completion in Business Analysis.

**Toronto Publishing Workshop** [1990](#)  
Graphic-design intensive program.

**University of Western Ontario**  
Graduate studies in Political Science.

**Trent University**  
Bachelor of Arts in Political Studies and German Literature.

**Universität Freiburg**  
Studies in politics and German literature.