

PHILLIP L. BLOCK

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OBJECTIVE Business Analysis position leveraging use of advanced web, technical communication, and computer skills.

SUMMARY Experienced professional with strong background in business analysis, offering related strengths in technical communications and web site development. Volunteer work in community service mentoring programs.

PROFESSIONAL EXPERIENCE

Business Analysis

- Participated in content remodeling for a 16,000-page, 75-site intranet. Analyzed structure and content of legacy web sites and determined how to remap all content to a new information architecture and six-level navigational structure. Worked with content owners and stakeholders to assure that the functionality of legacy sites was not compromised during site transformation. Wrote requirements used by developers to update all content pages.
- Elicited requirements on a large corporate intranet UI migration project. Wrote use cases, business requirements, and documented business rules and data elements. Resolved defects during development.
- After analyzing the scope and content of a commercial intranet site, re-engineered navigation and redesigned the layout of all web pages comprising the site. Prototyped all new pages in Adobe Photoshop.
- In a manufacturing setting, participated in JAD sessions, navigation design, and requirements definition for a large eCommerce web site. Documented process flows and wrote use cases using UML templates.

Technical Documentation

- Designed and wrote over 3,500 pages of user documentation for an array of complex application software packages.
- Maintained 1,500-page service manuals for medical imaging devices including CT, MR, and PET scanners.

Web Development

- Designed and prototyped over 200 HTML web pages for a multi-language eCommerce-enabled web site.
- Either individually or as a team member on commercial projects, worked on over 20 web sites. Designed navigation, authored content, created graphics, and coded in HTML, ASP, and CSS.

Training & Development

- Developed, marketed, and presented management and executive seminars to external clients and customers.
- Instructed over 100 field seminars and workshops nationwide, reaching over 2,000 managers.

