



# CHERYL DONAHUE

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## WRITER AND USER EXPERIENCE DESIGNER

Ireland

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[cheryldonahue.ie](http://cheryldonahue.ie)

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### Writing

Highly skilled writer and editor.

### Website Usability

Expert in developing well-organized websites that deliver concise, user-driven content.

### Agile Project Management

Skilled in the agile work process, which involves defined work sprints, teamwork, extensive communication, frequent check-ins and reflection on progress and method. Experienced in Jira and Trello.

### HTML/CSS

Extremely proficient in using HTML and CSS to develop websites (including HTML5 and CSS3). Understands the need for cross-browser testing and compatibility.

### Wordpress

Highly skilled in creating, editing and maintaining custom websites with Wordpress themes and templates.

### e-learning

Proficient in writing scripts and developing storyboards for e-learning modules in Adobe Storyline.

## WELCOME

I'm a writer and user experience designer for the web with more than twenty years experience, largely in the public and nonprofit sectors.

I write blog pieces, book proposals, articles, op-eds, speeches, press releases, policy reports and web content.

On the web side, I work with designers and developers to create concise, easy-to-navigate websites that effectively communicate the client's message and give users the information they want.

I specialize in taking complex content and breaking it down into clear, comprehensible language for both print and online media.

### WorldWide Writing

1995 - Present

#### Self-employed

### Dingle Hub

Dec 2021 - Present

#### User Experience Designer

Overseeing a complete overhaul of the Dingle Hub website to reflect its expanded mission and create a cleaner, more concise and more lucid site for a better user experience.

### Manhattan Strategy Group (MSG)

2015 - Present

#### User Experience Designer

Working with team to transition the U.S. Department of Education's STAR training on adult literacy from a Drupal to Moodle platform in an integrated website. Setting out the new structure in wireframes; working with developers to create a clean, usable structure while retaining product integrity; writing content where needed and acting as product manager. Communicating regularly with all stakeholders. Using Trello and Jira to manage tasks and communicate with team.

### Skilling Australia Foundation (SAF)

2014 - Present

#### Researcher and Writer

Do research for and ghostwrite blog pieces, articles, book proposals, book excerpts and other work as needed.

### Urban Institute

2015 - 2018

#### Web Consultant and Developer

Oversaw a major redesign of the AIIA website per a contract with the Department of Labor that will highlight the benefits of apprenticeship for employers, communities and potential apprentices. Created a flat, user-friendly navigation structure that incorporates audience-specific webpages and developed structures to showcase data-rich content in an accessible, intuitive format. Ongoing role as user experience designer and content manager.

### American Institute for Innovative Apprenticeship (AIIA)

2013 - 2018

#### Web Consultant and Developer

Overhauled existing website to improve organization, content and clarity. Managed the creation of a new, interactive content section -- Occupational Standards (developed the architecture, wrote the HTML and CSS, subcontracted for and managed programming and data entry staff). Managed a design redevelopment to a cleaner, brighter, more professional website. Retained as website content and usability manager.

### Kratos Learning Solutions

2012 - 2015

#### Consultant

Reviewed the Department of Education's [LINCS](#) and [Adult Career Pathways](#) websites for usability, and made recommendations to improve the user experience. Also did a detailed content and copy edit of both websites. Ongoing consultant to Kratos on website content and usability.

### An Lab Theatre Company

2012 - 2012

#### Consultant/Web Developer

Made it possible for theatre staff to update the An Lab website with new events and photos via secure, online forms. Old events are automatically sorted onto the archive page. Created the system with MySQL, PHP, AJAX, JQuery and CSS.

### Cork Folklore Project (CFP)

2011 - 2013

## PHP/MySQL

Solid understanding of relational databases. I work with programmers to develop server-side web applications with open-source software such as PHP and MySQL.

## Javascript/Jquery

Solid understanding of Javascript or JQuery. I work with programmers to develop client-side web applications with JQuery, HTML and CSS.

## Digital Audio (editing)

Familiarity with editing digital audio, including layering tracks, using effects, setting levels and mixing. Experience with Audacity, Logic Pro and Sound Track Pro.

## Digital Video (shooting and editing)

Familiarity with shooting and editing digital video footage, and with compressing content for the web. Experience with Final Cut Pro and iMovie editing software.

## Consultant/Web Developer

Brought oral history archive to life with a map-based, database-driven website (original test website created for UCC Computer Science Master's project). Retained by the CFP as consultant to improve and build upon the new resource ([www.corkmemorymap.org](http://www.corkmemorymap.org)) [Note: the website design has been changed. See screen shot at top right for original design].

### University College Cork

2011 - 2011

#### Instructor

Helped Irish high school students make short films for a national competition by co-teaching a one-week class on digital video editing techniques. Introduced the green screen and explored a range of shots and cuts. Some of the student videos created are viewable on YouTube at <http://www.youtube.com/user/UCCMPT>.

### Educational sabbatical

2010 - 2011

#### Student

Reinvigorated technical skills by pursuing a Master's in Interactive Media, Computer Science Department, University College Cork. Graduated December 2011 with 1st Class Honors.

### Creative sabbatical

2008 - 2009

#### Human Being

Pursued creative interests in photography and writing. Established a stock photography portfolio on iStock, maintained an online blog with nonfiction essays on various topics, and had several poems chosen for publication in Irish literary journals.

### Kerry In View

2006 - 2007

#### Writer

Wrote several commissioned articles for weekly magazine of news, features and opinion.

### Kerry County Museum

2006 - 2007

#### Writer/Editor

• Distilled 100 years of Irish history into explanatory panels for a national traveling exhibition titled "Seen but Not Heard - A Century of Childhood in Ireland," a joint project of County museums across Ireland. • Created a coherent story line for a special standing exhibit at the Kerry County Museum -- "William Melville: Spymaster" -- by editing explanatory panels.

### DTI Associates, Inc.

1995 - 2007

#### Consultant

Provided up-to-date information and interactive communication forums for state and local recipients of federal grants from the Departments of Education and Labor via user-centered, audience-driven websites, including:

- STAR pilot project and online Toolkit ([www.startoolkit.org](http://www.startoolkit.org)), Principal Developer. Helped adult basic education teachers use evidence-based instructional research in the classroom by organizing the print version of a valuable research paper into a multimedia, online tool (the Toolkit itself is accessible only to state partners).
- ACRN website (a version of this website is maintained at [acrn.ovae.org/about.htm](http://acrn.ovae.org/about.htm)), Content Manager. Reorganized content; improved navigation; worked with team to restructure databases and search functions; developed new content and maintained fresh, relevant and user-centered material from 2002-2007. Won Standard of Excellence award in 2006.
- School-to-Work website, 1995-2002. ([web.archive.org/web/20011217183025/http://www.stw.ed.gov/](http://web.archive.org/web/20011217183025/http://www.stw.ed.gov/) - archive address), Developer and Content Manager. Took fledgling government Web site with minimal content and developed a comprehensive, organized, customer-focused site that went from approximately 20,000 hits per month to 200,000. The website won several awards.
- One-Stop Toolkit, 2002. Developer. Improved usability of large resource library for a Department of Labor Web site by reorganizing resources into discrete subject areas, clarifying links, and writing brief descriptions of each. Met and consulted frequently with team and clients to ensure that the site met audience needs.

### American Youth Policy Forum

1997 - 2001

#### Consultant

Helped influential Washington, D.C. nonprofit organization publicize programs and policies that demonstrate research-based, positive outcomes for youth. Analyzed large amounts of evaluation data to distill major findings and track similarities, differences and trends. Condensed findings into consistent and readable summaries for publication in print and Web site reports. Consulted and communicated with client extensively on data results and presentation ([www.aypf.org/publications/compendium/index.html](http://www.aypf.org/publications/compendium/index.html)).

## The Urban Institute

1995 - 1997

### Consultant

Condensed large research reports into short, focused articles for publication. Worked extensively with researchers to ensure articles accurately reflected research findings.

## University College Cork

### MScIM

Cork City, Ireland

First Class Honors.

## Columbia University

### MPA

New York City

Columbia School of International and Public Affairs (SIPA)

## Bucknell University

### BA

Lewisburg, Pennsylvania

Cum laude, Phi Beta Kappa

## COMMUNITY

[Dingle Coder Dojo](#), 2019-2021. Helped local students in an after-school program learn basic coding skills through fun projects and programs.

[Weavers Way Community Farm](#), 2014-16. Worked twice weekly on urban farm connected to Saul High School to bring local produce to local tables. Weeded, washed, harvested, weighed, packed, planted and did whatever else was needed to help farm supervisor.

[Scrogall Community Television](#), 2012. Worked with the Corca Dhuibhne (Dingle Peninsula) local, online television station to help organize, update and streamline their website. Also worked on community stories.

[Age Action Ireland](#), Dingle Branch, 2010. Taught older adults basic computer and Internet skills in an intensive, one-on-one, six-week course sponsored by Age Action Ireland (we met once each week for the six weeks). Volunteered for two rounds before funding for the Dingle branch was cut in recessionary Ireland.

## PORTFOLIO

Screen shot of Cork Memory Map



## PORTFOLIO



MSc in Interactive Media

Building Community with Online St...