RUBY ATWAL

Technical Writer | Turn Complexity Into Clarity

(631) 747–6482 Northport, NY 11768 Rubyatwal714@gmail.com linkedin.com/in/ruby-atwal Portfolio: www.rubyatwal.com

SUMMARY

Extremely detail-oriented technical writer with expertise in creating comprehensive user guides, knowledge articles, and instruction sheets that simplify complex concepts for diverse audiences across various industries. Proficient in using multiple content management systems to organize, update, and deliver high-quality documentation. Skilled in collaborating with subject matter experts to ensure accuracy and clarity in all written materials to enhance the overall user experience and support product success.

AREAS OF EXPERTISE

Writing

- Technical writing (knowledge articles, user guides, instruction sheets)
- Medical regulatory writing
- UX copywriting
- Content writing (website, marketing, social media, newsletters, proposals)

Content Management Systems

- Dynamics 365
- o Zendesk
- Liferav DXP
- o SharePoint
- SquareSpace, Wix

Technology

- Microsoft CoPilot, Word, PowerPoint, Excel, Visio, Planner, Outlook, Teams
- o Google Workspace, Canva
- Adobe InDesign and Illustrator
- o Amazon Web Services
- o Snaglt, Screenpresso
- o HTML
- o Jira

Other Skills

- Website design and management
- o Social media management
- Style guide creation (Chicago, APA)
- o Al prompt writing
- Instructional design
- Lifecycle and deadline management
- o Cross-functional collaboration
- Quick adaptation to new technologies

EDUCATION

Columbia University Teachers College, New York, NY M.A. in Education

Binghamton University, Vestal, NY B.A. in English

University of Richmond (remote) Technical Writing Certificate, 2019

PROFESSIONAL EXPERIENCE

Content Writer and Website Manager

Nov. 2024-Present

Dec. 2021-Mar. 2025

Freelance, Remote

- Redesigns and manages websites and edits all content for non-profit organizations that support impoverished women and children in India and people with illnesses and diseases.
- o Writes newsletters, brochures, and blog posts, increasing awareness about causes.
- o Provides recommendations to leadership for improving websites and increasing visibility.

Technical Writer

MSCI Inc. (formerly Burgiss), Remote

- Wrote user guides and knowledge articles for investors on how to best utilize features and functions within complex data analytics platforms to meet their financial goals.
- Created knowledge centers in Dynamics 365 and Liferay DXP and managed all documentation updates, significantly reducing the number of calls from clients.
- o Collaborated with engineers to develop precise content on new releases.
- o Partnered with Client Services to identify client needs and create supporting resources.
- Developed and implemented a company-wide style guide to standardize grammar, formatting, and tone across all documentation for consistency and professionalism.
- Extensively reviewed and refined all client-facing (e.g., research papers, newsletters, product briefs, press releases, and emails) and internal documentation for clarity.
- Designed a modern, user-centric company website using Wix and managed and updated it regularly, publishing product releases, newsletters, reports, case studies, and more.
- Wrote and published engaging weekly social media content, increasing the number of LinkedIn followers from 12,000 to 26,000.

Technical Writer

Jan. 2021-Dec. 2021

Leviton Manufacturing, Melville, NY

- Created clear, concise instruction sheets for electrical products and ensured compliance with strict electrical and legal codes.
- Worked closely with engineers and product managers to gain a deep understanding of each product and craft user-friendly instructions for both novice and experienced users.
- Formatted the steps, illustrations, translations, and legal language in Adobe InDesign and Illustrator, adhering to the established style guide and templates.
- Managed the lifecycle of each instruction sheet from creation and approval to production, ensuring timely delivery and providing frequent status updates.
- Effectively balanced a high-volume workload, consistently meeting tight deadlines while maintaining exceptional standards for writing.

UX Copywriter

Oct. 2020-Jan. 2021

MetLife (contract), Remote

- Collaborated with UX designers and engineers to redesign the login and registration processes for clients, simplifying language and enhancing the website's UX and UI.
- Created user profiles, conducted research, and ran user tests to identify pain points and then presented insights and solutions to key stakeholders.

PROFESSIONAL EXPERIENCE (continued)

Clinical Report Writer Aug. 2019–Jun. 2020

The Estée Lauder Companies, Inc. (contract), Melville, NY

- o Wrote 100+ reports for clinical studies that were compliant with regulatory requirements, SOPs, and GCP guidelines.
- o Interviewed scientists to develop protocols, consent forms, and other study-related documents.
- o Worked alongside biostatisticians to conduct data analysis in Excel and summarized data in reports.
- Revised and managed all report and protocol templates for accuracy and consistency, created a style guide, and maintained all documentation in SharePoint.
- o Performed quality assurance on all study-related documents, identifying protocol deviations and discrepancies.
- o Developed training documents, led training sessions for new writers, and reviewed all reports written by other writers.

Technical Writer and Editor

May 2016-Jul. 2019

Freelance. Remote

- o Revised and rewrote proposals, presentations, and research papers for clients in the engineering and healthcare sectors.
- Conducted interviews with clients to clarify complex concepts and technical terminology, ensuring coherence and validity.

English Teacher Aug. 2018–Jun. 2019

Friends Academy Middle School, Locust Valley, NY

- Designed and implemented dynamic lesson plans and units, developed targeted assessments, and effectively managed large classes to foster an engaging and inclusive learning environment.
- $\circ \ \ \text{Instructed students in writing for different audiences and using proper grammar, academic language, and citation styles.}$
- Provided constructive feedback to strengthen students' writing and research skills.

Literacy Teacher Sept. 2015–Jun. 2018

Accompsett Middle School Smithtown, NY

- o Developed lessons to reinforce foundational vocabulary and comprehension skills for students reading below grade level.
- o Analyzed assessment data to identify reading deficits and re-taught essential skills to improve student performance.
- o Tailored instruction to meet the diverse needs of learners, including English language learners and students with disabilities.