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- **Versatile writer** with experience in trade publishing, online content and corporate communications
 - **Knowledgeable resource** with excellent research skills and in-depth technical expertise
 - **Strategic thinker** with exceptional ability to clarify and organize complex ideas
 - **Creative collaborator** with strong design capabilities and cross-disciplinary outlook
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Knowledge Areas

- Literature and the arts
 - Personal development
 - Mythology and symbolism
 - Popular culture
 - History
 - Philosophy
 - Psychology
 - Information technology
 - Science fiction
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Selected Freelance Projects

THOMAS RIGGS & COMPANY—Virtual
Researcher and Writer,

7 years and continuing

Responsible for researching and writing entries for various series published by Gale/Cengage and Chadwyck-Healy/ProQuest. Project examples include: Literature of War; Literature of Protest; 21st Century Fiction; Literature Criticism Online; Literature Online (LION); St. James Encyclopedia of Popular Culture; Worldmark Global Business and Economic Issues; Gale Energy in Context

FRISCO HERITAGE MUSEUM—Frisco, Texas
Content Designer/Developer

Responsible for exhibit strategy; provided research, writing, and graphic design for content to accompany seven primary exhibits; developed website and multiple presentations for use in fund-raising

[See Frisco Heritage Museum designs](#)

CORPORATE EYE—Virtual
Columnist/Analyst

Responsible for development of Careers section on the website of UK-based corporate consulting firm; provided three substantive weekly posts, including graphics

[See my Corporate Eye posts](#)

BACKBONE MEDIA—Virtual
Blogger/Consultant

Responsible for writing substantive weekly posts and editing guest posts related to business analytics, published on Backbone client Tibco Spotfire's blog "Trends and Outliers"

[See my Trends and Outliers posts](#)

Education

M.A.	University of Dallas (Psychology)	1978
Ph.D.	University of Texas at Dallas (Humanities)	1983

Books

Please visit my [Books](#) page.

Selected Contract Engagements

- GREYHOUND LINES—Dallas, TX 6 months and continuing
Instructional Designer, Greyhound Transformation Projects
Activities include:
- Analysis and documentation related to multiple projects including application development and website redesign
 - Development of PowerPoint presentations, video scripts, and other instructional tools to support transformation projects
- BAYLOR HEALTH CARE SYSTEM—Dallas, TX 18 months (2012-2014)
Strategy and Communications Consultant, Nursing Informatics
Activities included:
- Development of strategic perspectives on improvement of data delivery and utilization for nurses enterprise
 - Design and production of numerous PowerPoint presentations used for internal communication of data s project initiatives
- PEPSICO BUSINESS SOLUTIONS GROUP— Plano, TX 28 months (2004-2007)
Information Architect, STAR Reporting Project
Senior Technical Writer, Business Data Dictionary Project0
Senior Technical Writer, Enterprise Data Modeling Team
Activities included:
- Design and delivery of communications program for extensive enterprise data model, including development of prototype products for user education system and training materials for data modelers
 - Development, documentation and communication of data modeling standards and procedures
 - Creation of white papers, executive presentations, and workshop materials for a variety of internal initiatives, including problem analysis and issue resolution
- LA QUINTA INNS AND SUITES — Las Colinas, TX 22 months (2001-2003)
Senior Project Lead, Customer Data Cleansing Project
Senior Technical Writer, Enterprise Data Warehousing Project
Activities included:
- Developed and implemented interview procedures and gathered requirements for multiple project initiatives, including operational reporting and property management dashboard utilized by 350+ inns
 - Creation of extensive executive information presentations to communicate project strategy, obtain buy-in, report progress, and drive development of data assets

Teaching Experience

- UNIVERSITY OF TEXAS AT DALLAS—Richardson, TX 2 years (1978-80)
Teaching Assistant
Courses taught included: Creativity and Consciousness, Novel and Film
- DALLAS COUNTY COMMUNITY COLLEGE DISTRICT—Dallas, TX 4 years (1978-82)
Adjunct Instructor (credit)
Courses taught included: Freshman Composition, Introduction to Literature
Community Services Instructor (non-credit)
Courses taught included: Creativity and Consciousness, Tarot (multiple levels), Bodywork
- DEVRY INSTITUTE OF TECHNOLOGY— Irving, TX 3 years (1983-85)
Assistant Professor
Courses taught included: Contemporary History, Composition, Introduction to Psychology