Clane Hayward   clanehayward@me.com   (415) 425 3431

SENIOR COPYWRITER & EDITOR

I've been perfecting words for global tech companies since 2010, with clearer, simpler technical communications, more creative product marketing, and more strategic user interface and experience flows. I'm also an editor and a published author, and my book is now a movie!

Lead Writer, Senior Editor, HP, Palo Alto   2015-2018

As primary content strategist and lead producer for HP's internal news portal, I created refreshingly simple employee communications experiences, setting tone, voice, and focus. Every day I wrote or edited a story engaging and informing 55,000 people in 70 countries.

• Coproduced internal product marketing campaigns with Sales and Product teams
• Drove corporate strategy and change management stories and series
• Delivered the freshest, most creative HR and people profiles you've never read
• Developed videos, creating storyboards and scripts for high-impact narratives

Lead Copywriter, Sony Entertainment Network, San Francisco   2013-2015

I wrote UI copy and web copy for three top priority Sony launches: PlayStation Vue, a cloud TV service app; PlayStation Music, the Spotify app on PS3 & PS4 consoles; and PS4.

• Provided strings for streamed services and applications across Sony's array of devices
• Worked with Dev and Product teams to create and update UI copy and UX flows
• Maintained global style guide and content database of UI copy for streaming music
• Grappled with Agile processes including localization, editorial, and developer

Technical Writer, Atlona AV Solutions, San Jose   2011-2012

As a contractor I produced technically-focused product marketing for consumer and commercial audio visual hardware products.

• Worked with SMEs and technical writer to edit data sheets and specifications
• Worked with a designer on print and PDF product catalogs

Technical Writer, Apple, Cupertino   2010-2011

As a contractor for Apple University, I helped to show "What makes Apple, Apple?" contributing to employee development course content and Apple U apps and tools.

• Edited foundational content to help course leaders perfect their curriculum materials
• Strategized UI copy for Apple U's web page and mobile application
• Created unique instructional materials and end-to-end experiences for Apple custom training
• Used official Apple guidelines for writing style, web design, and human interface design

Freelance, Creative & Consulting   2007-ongoing

I am always at work on a freelance, independent, or personal project, like the feature film *Lane 1974* based on my published memoir *The Hypocrisy of Disco*; I assisted with screenplay, dialogue, and soundtrack. I consult on unique, custom copy for boutique and luxury retail, and I ghost write.

Education: University of California, Berkeley: BA Sociology, 1994

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