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

WORDS, FEWER AND BETTER

I'm a senior copywriter, technical writer, and content strategist perfecting words for global tech companies since 2010. I deliver clearer, simpler technical communications, more creative product marketing, and more strategic user interface and experience flows.

Experience

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
• Lent a UX focus to guidebooks, apps, and tools for a better employee experience
• 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, Apple, Cupertino   2010-2011
As a vendor/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

Creative and Technical Consultant   2010-ongoing
Whether it's a career-expanding challenge, a civic arts collaboration, a personal expression, or because I fell in love with something and had to write about it, I am always working on words.

• Premiered the feature film *Lane 1974* at SXSW, based on my published memoir *The Hypocrisy of Disco.* I assisted with the screenplay, dialogue, and soundtrack
• Produced technical specifications, data sheets, product catalogs, and web assets for consumer and commercial Audio Visual products solutions
• Compose unique, custom web copy for boutique and luxury retail
• Contribute and collaborate regularly on music writing and tech culture

Education
University of California, Berkeley: BA Sociology, 1994
San Francisco State University: Education Specialist, 2003
Austin Community College: Technical Communication, 2006

CREATIVE PORTFOLIO AND MULTIPLE REFERENCES AVAILABLE