

# KHAWAR LATIF KHAN

Doctoral Student | Communications Specialist | Technical Writer

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## EDUCATION

### PhD in Communication, Rhetoric, and Digital Media

North Carolina State University, Raleigh, NC, USA

### Master of Science in Technical and Professional Communication

North Carolina State University, Raleigh, NC, USA

May 2019 CGPA: 3.76/4.00

### Bachelor of Science in Electrical Engineering

Pakistan Institute of Engineering and Applied Sciences, Pakistan

June 2016 CGPA: 3.77/4.00

## TECHNICAL EXPERTISE

- DITA xml | Docbook xml
- Markdown
- AntConc
- Screaming Frog SEO | SEMRush
- SPSS | JASP
- GitHub
- WordPress
- Microsoft Office | Google Workspace
- Zoho Office Suite

## SKILLS

- Technical writing and editing
- Audience analysis
- Usability research
- Textual analysis
- Project management

## ACCOMPLISHMENTS

- Blog Post, Google Open Source: SoD and Technical Documentation 2021
- Winning Poem: The FEEEL Magazine Art Submission Contest 2020
- Winning Short Story: The Jirga Daastan X Stories To Action 2020
- Fulbright Master's Award 2017
- Shortlisted: Open Road Review Short Story Prize 2016

## WORK EXPERIENCE

### Graduate Teaching Assistant

August 2021 – Present

North Carolina State University, Raleigh, NC, USA

- Assisting the instructor in creating course content and grading assignments
- Moderating discussions and providing feedback to students where needed
- Creating content regarding professional communication for graduate and undergraduate students

### Freelance Technical Writer

May 2021 – November 2021

The Perl Foundation via Google Season of Docs

- Conducting a content audit of the entire Perl documentation
- Gathering users' feedback and conducting gap analysis to highlight major issues with the documentation
- Proposing a new information architecture to address the issues
- Creating a project plan and roadmap for the future to help Perl's documentation team

### Technical Writer and Digital Editor

February 2021 – July 2021

Data Science Dojo, Redmond, WA, USA

- Managing the content on corporate website and learning platform
- Revamping the corporate website to improve its performance and usability
- Designing communication strategy for interaction with prospective students
- Designing and posting instructions for future courses via Moodle

### Communications Specialist

March 2020 – March 2021

Zigron Inc., Islamabad, Pakistan

- Managing online and offline communication
- Designing communication strategy for interaction with customers and other businesses
- Projects: Creating user manuals for all products; Drafting a communication style guide; Editing handbooks for partner organizations; Writing support articles; Initiating and managing the blog; Content writing for the website

### Freelance Technical Writer

August 2020 – November 2020

ESLint via Google Season of Docs

- Conducting a comprehensive content audit of the entire configuration documentation
- Highlighting major issues with the documentation and devising an improvement strategy
- Reorganizing the documentation to make it more useful, usable, and coherent

### Communications Intern

April 2019 – May 2019

Institute for Advanced Analytics, NC State University, Raleigh, NC, USA

- Highlighting issues on the website of IAA and proposing a new information architecture
- Conducting audience analysis, competitor analysis, content audit, and usability tests
- Making recommendations to make the website useful, usable, and effective

### Communications Intern

June 2018 – November 2018

Duke Forge, Duke University, Durham, NC, USA

- Drafting original content for the use of AI and ML in healthcare
- Interviewing healthcare professionals, researchers, and statisticians
- Conducting research and curating healthcare information for blogs and social media

### Sub-Editor

March 2017 – June 2017

Global Village Space, Islamabad, Pakistan

- Writing and editing news stories and opinion articles
- Editing, managing, and promoting the work of six writers
- Publishing online content using WordPress, Adobe Photoshop, and Adobe Premiere

## MOOCS and CERTIFICATIONS

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- Content Marketing Certification  
*HubSpot Academy*
- Leading Culturally Diverse Teams  
*Deakin University (Future Learn)*
- UX and Accessible Design  
*UAL Creative Computing (Future Learn)*
- User Experience for Mobile Apps  
*University of Leeds (Future Learn)*
- Google Analytics for Beginners  
*Google Analytics Academy*
- Advanced Google Analytics  
*Google Analytics Academy*
- Moodle Administration Tutorial  
*Udemy*
- Moodle and H5P  
*Udemy*
- Web Analytics  
*Accenture (Future Learn)*
- Introduction to Python  
*Microsoft (edX)*

## ACTIVITIES

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- Adjudicator: STC Carolina Technical Communication Competition 2020
- Mentor: PUAN Summer Internship Program 2020
- Vice President: Technical Communication Association 2019
- Conference Manager: SpeedCon at NCSU 2019
- Conference Manager: WritersUA East, NC 2019
- Content Creator: The Odyssey Online 2018
- Volunteer: Book 'Em, Nashville, Tennessee 2018
- Participant: LUMS Young Writers' Workshop 2016
- Adjudicator: All Pakistan Declamation at "NUKTA" 2016
- President: PIEAS Debating Society 2016
- Best Urdu Debater: PIEAS 2016
- Event Secretary: All Pakistan Competition "NUKTA" 2015
- Best English Writer: PIEAS 2014

## CONFERENCES AND WORKSHOPS

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- **Symposium on Communicating Complex Information (SCCI), USA** 2021  
Paper presentation titled "The effect of service quality of banks on customer satisfaction in Pakistan: The need for chatbots".
- **Creative Publishing Seminar, Center for Book Arts, NY, USA** 2020  
A virtual seminar on the exploration of artistic practices related to the book as an art object. The seminar included discussions, readings, and exercises focusing on the use of creative techniques in book publishing.
- **Symposium on Communicating Complex Information (SCCI), LA, USA** 2019  
Paper presentation titled "Intercultural communication in educational institutions: Content strategy of websites of Pakistani universities".
- **Special Interest Group on the Design of Communication (SIGDOC)** 2019  
Proposal accepted for poster presentation titled "Global content strategy: An observational study of the US and Pakistani university websites".
- **ComSciCon-Triangle Workshop, Raleigh-Durham, NC, USA** 2019  
Attended a workshop on science communication with special focus on presenting scientific and technical information to general public, along with policies and related topics.

## PROJECTS

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- **Google Season of Docs 2020: Rewrite/Reconfigure Configuration Documentation of ESLint**  
Conducted a comprehensive content audit of the existing configuration documentation, followed by a proposal of an improved information architecture. Edited and improved the documentation to make it more usable, understandable, and helpful.
- **Instruction Manuals: Iylus Smart Home Security Products**  
Drafted instruction manuals for all the smart home security products introduced by Iylus in Pakistan. The manuals included technical specification and explanation of the processes involved in the usage of smart home devices.
- **Global Content Strategy: An Observational Study of the Websites of Pakistani Universities**  
Analysed and compared the content on the websites of Pakistani and US universities, focusing on cultural factors affecting the nature and presentation of content. Conducted an observational study, with participants from different countries, to highlight the need for global content strategy.
- **Content Audit and Usability Research: Institute for Advanced Analytics Website**  
Identified key issues with the IAA website. Analysed the data gathered to get insights into common problems faced by the users. Based on the analysis and participants' feedback, recommendations were made for the improvement of content on the website.
- **Instructional Materials Using DITA: Student Portal at NC State University**  
Wrote instructions using task, concept, and reference topics and created links between topics. Drafted step-by-step instructions for undergraduate students accessing the student portal of North Carolina State University.
- **Content Strategy Recommendation Report: Digital Humanities Website (NC State University)**  
Analysed the Digital Humanities (DH) website using SEO Spider, content auditing, and comparison with competitors. Formulated a detailed recommendation report to improve the content on DH website.
- **Mobile Usability Analysis: Waze (GPS Navigation Application)**  
Conducted usability analysis of Waze (Mobile GPS Navigation App) to identify key problems faced by the users and to make recommendations for improvement.