



Laurie Searle – Bio

Communications Professional and Information Designer

Specializes in business writing, website development, and content management systems that are easier to understand and to use.



Improving
the art of
note taking

Long before Laurie heard the term Information Design, she was chunking information, adding flowcharts, and highlighting main concepts in her school notes. Her hand-written notebook series on basic electronics helped her—and numerous classmates—ace the industry-standard test required for computer technology and secure a technical support position at Western Union.

Simplifying
complex processes
and procedures

After honing her technical skills, Laurie led a technical services team at MCI. To help improve the efficiency of her team, she developed job aids and tutorials for servicing data products. As her interest in technical writing grew, she completed degrees in journalism and technical writing, and was honored with the MCI Excellence in Service Award and a promotion to its Complex Bids department.

Waxing poetic
about products
and services

While studying the Shipley Proposal methodology and Information Mapping, Laurie mastered the techniques of writing persuasively and turning complex information into customer-focused content that was easier to understand and use. MCI awarded four of her proposals “best in the region” and appointed her to manage a new product that created automated proposals for its sales force.

Writing with
passion and
purpose

Volunteer work with two nonprofit organizations gave Laurie the opportunity to wear many hats. She learned website development, organized events for more than 300 participants, and wrote about passion and purpose. A local nonprofit put Laurie to work as their staff writer and conference manager, and she helped crystalize their message – Helping Partners Strengthen Families.

Strengthening
communities and
small businesses

Laurie discovered her own passion and purpose right in her own backyard. In 2007, she led an information campaign to help citizens in her community decide whether or not to form a new city. Through this year-long effort, she discovered that BIG goals can be achieved by small organizations when information leads the strategy.

Specializing in
business
communications

Laurie opened Write Place Designs in 2008 to help small businesses, nonprofits, and communities achieve their goals. She specializes in business writing, website development, and content management systems; and works from her home office in rural Chattahoochee Hills, Ga., where she is inspired daily by her view of nature, her love for community, her precious family, and her faith.