

Alison Butler

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TECHNICAL WRITER | CONTENT STRATEGIST | UX WRITER

Award-winning **Technical Writer** with extensive experience as a UX writer, content strategist, and **usability champion**, successfully documenting business intelligence, knowledge bases, compliance, cloud computing services, BI software, SaaS products, APIs, and TBM/ERP/MRP systems. Key strengths: servant-leader, project management, process improvements, problem solving, and outside-the-box thinking. Experience with global SMEs, DevOps, command-line Git, instructional design, Agile environments, and AI technology. **Master's degree** in Technical and Scientific Writing. Adjunct professor.

- Online help, user guides, style guides
- Job aids, quick start posters
- Proposals (including government contracts)
- UI text/design, embedded product help
- Installation, administration, and API guides
- White papers, product videos, docs-as-code

TECHNICAL SKILLS AND TOOLS

Authoring/CMS/Graphics: SDL Tridion, Oxygen, Madcap Flare, Trisoft, Astoria Workbench, Arbortext, XMetal Author, Microsoft Word, Structured FrameMaker, Acrobat, Illustrator, SnagIt, Photoshop, WebWorks Publisher, RoboHelp, Jira, SharePoint, Camtasia, Figma, Git, Vale Linter

Markup Languages: HTML, XML, DITA, Markdown

Artificial Intelligence: Claude AI Sonnet 4, ChatGPT-4, Chatbots

EXPERIENCE

Fair Isaac Corporation (FICO), San Rafael, CA **Feb. 2022 – Oct. 2025**

Senior Engineer, Technical Publications / UX Writer / Content Strategist / Style Guide Keeper

Authored Help for decision-modeling technology used by data scientists to build decision trees and state-of-the-art analytics with explainable AI and machine learning (ML). Mentored junior writers.

- Reportedly “revolutionized” company’s approach from feature-based to user-based design and docs.
- Generated company’s first standards for UI content, UI labeling, and error messages.
- Led monthly team training sessions on best practices for technical writing and style guidelines.
- Developed best practices for prompting in Claude AI, and for structuring content for Gen AI.
- Improved product help by refocusing on usability, reducing content by approximately 40%.
- Overhauled company style guide to better align with company branding, legal requirements, and best practices for technical writing, reducing style guide content by approximately 60%.

American Family Insurance, Madison, WI

Oct. 2020 – Feb. 2022

Lead Technical Writer, Manager

Created company’s first API docs from GitHub using Jenkins. Conducted a gap analysis of product rollout processes with surprising results that improved team alignment and expectations. Taught power writing techniques to coworkers.

APPTIO, INC., Bellevue, WA

Dec. 2017 – Sep. 2021

Senior Technical Writer / UX Writer / Content Strategist / Localization Manager

Created Help for a product that bridged the gap between Finance and IT. Sole writer for 11 of the company’s 15 products. Style guide keeper. Mentored junior writers. Created first UX writing strategy.

- Drove an initiative to migrate Help content (800+ topics) from Jive to Madcap Flare.
- Created the company’s first localization strategy, vetted localization vendors, and developed the budget that kicked off the initial \$1M+ localization effort for Japanese content.
- Helped design the integration of usage data and metrics into the UI.

ENTOMO, Inc., Bellevue, WA**Jan. 2015 – Dec. 2017****Senior Technical Writer / Content Strategist**

Designed and delivered the company's first online Help for a SaaS sales channel management product. Supported the Professional Services team with implementation guides and training presentations.

GARDEN CITY GROUP, Seattle, WA**Sep. 2013 – Jan. 2015****Senior Program Manager, Documentation and Training**

Designed the company's first technical documentation and training materials for processing class action lawsuits. Provided instructor-led training to internal users, eLearning, and video demos.

AMAZON, Seattle, WA**Mar 2011 – Sep. 2013****Manager, Web Content Development / Project Manager**

Led a fast-paced, global team of 20+ tech writers and translators and managed various special projects for e-commerce sites for sellers and vendors, delivering 700+ web deliverables per year.

- Initiated a new writing team and infrastructure in the vendor space, created new intake channels, migrated legacy content to a new CMS, created APIs to connect the CMS with legacy tools.
- Created innovative solutions to address specific user pain points, redesigned online Help landing page (improving click-thru to critical topics over 300%), and incorporated Web analytics that provided the actionable data that led to a 30% increase in user satisfaction.
- Created first globally approved customer support SOPs to align best practices worldwide.

QUALCOMM, San Diego, CA**Nov. 2010 – Dec. 2011****Senior Technical Writer (contractor)**

Designed and delivered online engineering specifications, release notes, and presentations in a fast-paced, culturally diverse telecommunications environment via a configuration management system.

- Met constant, strenuous deadlines, personally delivering an average of 20 documents per month.
- Provided extensive support to multi-cultural engineers world-wide to satisfy customer requirements and corporate standards for quality.

TERADATA CORPORATION (formerly NCR), San Diego, CA**June 2002 – Nov. 2009****Senior Technical Writer / Content Specialist / Project Manager**

Led special projects, emphasized process improvements for a global leader in BI and data intelligence.

- Led projects, resource planning, risk mitigation, and schedule negotiations for a writing team that delivered on-time 40+ print and online client-based publications per major release.
- Created the first structured FrameMaker templates and EDD, resulting in a relatively painless migration of over 150 documents by a staff of 40 writers.
- Saved the department approximately \$200K by creating in-house manual about structured FrameMaker; won 1st place at the local STC Spotlight Awards, then 3rd place internationally.
- Developed *Power Writing* workshop to teach technical writing to programmers to improve specs.
- Delivered 100 deliverables for 7 releases, personally delivering 4-9 publications each release.
- Lead liaison with translation vendors. Established quality assurance measures.

EDUCATION

Master of Arts (M.A.), Rhetoric and Writing Studies, with a specialization in Scientific and Technical Writing, San Diego State University, San Diego, CA

Bachelor of Arts (B.A.), California State University, Stanislaus, Turlock, CA

Bachelor of Arts (B.A.), Fresno Pacific College, Fresno, CA

PROFESSIONAL AFFILIATIONS

Society for Technical Communication, Senior Member

Event Manager / Judge for annual STC Spotlight Awards (10+ years)

San Diego User Experience Special Interest Group