

Alison J. Butler

Senior Technical Writer

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Professional Summary

Senior Technical Writer specializing in complex enterprise software, SaaS, AI/ML, APIs, business intelligence, data warehousing, and data technologies. Combines hands-on technical writing with expertise in content strategy, information architecture, structured authoring, usability, and AI-assisted documentation workflows. Proven results include **increasing Help engagement 300% and user satisfaction 30%, reducing product Help 40% and style-guide content 60%, and leading complex documentation and content-transformation initiatives**. Partners with engineering, product, UX, support, and technical SMEs in Agile/Scrum environments and develops content standards and AI-enabled workflows that improve content quality, consistency, and discoverability.

Technical Skills

Content and Information Architecture: Content strategy, information architecture, content modeling, structured authoring, content standards, usability, knowledge management, search/content discoverability

Authoring and Collaboration: Oxygen, Tridion Docs, MadCap Flare, Git, GitHub, Visual Studio Code, Confluence, SharePoint, Microsoft 365, Figma, Structured FrameMaker

Languages and Standards: DITA, XML, Markdown, HTML, WCAG compliance

AI: Claude, generative AI workflows, prompt development, AI-assisted content development

Documentation: Enterprise software documentation, user guides, online Help, knowledge bases, developer documentation, REST and gRPC API documentation, installation and administration guides, troubleshooting, UX/UI content, style guides, training materials

Professional Experience

Fair Isaac Corporation (FICO) | 2022–2025

Senior Technical Writer | San Rafael, CA

Created user-focused product documentation for a complex enterprise application that enabled data scientists to develop predictive analytics and decision strategies using advanced analytics, machine learning, and explainable AI technologies. Partnered with product, engineering, UX, and technical SMEs to improve documentation quality and usability. Mentored junior writers.

- Developed AI-enabled documentation workflows using Claude, including prompt-writing practices and templates designed to improve content quality and optimize technical information for GenAI ingestion and AI-assisted experiences.
- Reduced product Help approximately 40% by shifting documentation from feature-focused to user-focused content and eliminating unnecessary material.
- Created the company's first standards for UI content, labeling, and error messages.
- Overhauled the company style guide to align with branding, legal requirements, and technical-writing best practices while reducing its content approximately 60%.
- Developed and delivered monthly training sessions on technical-writing best practices and evolving style standards.

American Family Insurance | 2020–2022

Senior Technical Writer / Technical Publications Lead | Madison, WI

Developed technical documentation and a proof-of-concept docs-as-code workflow for REST APIs in a regulated financial-services and insurance environment.

- Authored REST API documentation in Markdown using Visual Studio Code and established a publishing workflow through Git.
- Conducted a gap analysis of product-rollout processes to identify gaps in team expectations and responsibilities.
- Developed and taught a Power Writing course for employees.

Apptio, Inc. | 2017–2021**Senior Technical Writer** | Bellevue, WA

Created product documentation for software products that bridged Finance and IT. Served as sole writer for 11 of the company's 15 products, owned documentation style standards, mentored junior writers, and developed the company's first UX-writing strategy.

- Led migration of 800+ Help topics from the Jive community platform to MadCap Flare.
- Created the company's first localization strategy and developed the business case and requirements for implementation.
- Evaluated translation vendors; developed the budget to launch the company's initial \$700K+ localization initiative.
- Created the company's first UX-writing strategy, extending documentation expertise into the product experience.

Entomo, Inc. | 2015–2017**Senior Technical Writer** | Bellevue, WA

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

Garden City Group (GCG) | 2013–2015**Senior Program Manager, Documentation and Training** | Seattle, WA

Designed and published a full suite of technical documentation and training materials in support of an internal Web app for processing class action lawsuits.

- Established vision and goals for company's first tech docs and training.
- Published release notes and online Help for each development Sprint (with no design/dev specs).
- Created eLearning modules and software demos via a new SharePoint LMS.
- Provided instructor-led training company-wide to Ops managers and internal users.

Amazon | 2011–2013**Manager, Web Content Development** | Seattle, WA

Managed a fast-paced global team of 20+ technical writers and translators supporting Amazon's seller and vendor e-commerce sites, delivering 700+ web deliverables annually.

- Redesigned the online Help landing page, increasing click-through to critical topics by more than 300%.
- Introduced web analytics that provided actionable documentation data and contributed to a 30% increase in user satisfaction.
- Created Amazon's first globally approved customer-support SOPs to standardize practices worldwide.
- Established a new writing team and documentation infrastructure for the vendor organization, including new intake channels and migration of legacy content to a new CMS.
- Helped create API integrations connecting the CMS with legacy tools.

Additional Relevant Experience

Teradata | Senior Technical Writer / Content Specialist**Data Warehousing**

Led documentation and structured-authoring initiatives for enterprise business-intelligence and data-warehousing technology. Created the organization's first structured FrameMaker templates and EDD, enabling 40 writers to migrate 150+ documents to structured authoring. Developed an implementation guide that saved approximately \$250K and earned local and international STC documentation awards.

Hewlett-Packard | Technical Writer**Hardware / Software Documentation**

Retrofitted six existing printer user manuals to support a new PC-based product interface, documenting integrated hardware, firmware, and software functionality.

Education

San Diego State University – M.A., Rhetoric and Writing Studies; specialization in Scientific and Technical Writing

California State University, Stanislaus – B.A., Vocal Music Performance

Fresno Pacific College – B.A., Biblical Literature and Studies