


Josh Wanamaker

 joshwanamaker.com

 josh.wanamaker@gmail.com

 San Jose, CA

 www.linkedin.com/in/joshwanamaker

Principal/Lead UX writer and Content Strategist for Fortune 50 clients and above. I specialize in UX, content strategy, microcopy, corporate ID, voice & tone, and the creation of style guides, design systems & knowledge bases. I've been in UX for 7 years, tech writing for 11, and I've filled various editorial roles since 2006. I've worked in the tech, video game, journalism, insurance, and FinTech industries.

Skills

- | | | | | |
|-----------------------------|-------------------|--------------------------------------|------------------|--------------|
| • UI & UX Writing | • Style Guides | • Microcopy / Messaging / Content | • Zeroheight | • DBM / CMS |
| • Content Design / Strategy | • Design Systems | • MS Office / Google Suite | • Windows / OS X | • HTML / XML |
| • Figma / Invision | • Knowledge Bases | • Photoshop / Illustrator / InDesign | • Android / iOS | • Confluence |

Experience

Lead UX Writer - [Google Fiber](#)

May 2022 - Nov 2023

- Principle stakeholder for **all copy** across Google Fiber's **mobile app**, **web portal**, and **customer acquisition flow**.
- Wrote **general content**, **microcopy**, **messaging**, **onboarding copy**, and **technical docs** for all Google Fiber platforms, from **prototype-stage** to **General Availability release**.
- Worked with designers to write and update copy using **Figma prototypes** and integrated plugins with **Google Sheets**.
- Constant **cross-team collaboration** with stakeholders and **PMs** in **UX**, **Eng**, **Legal**, **Brand**, and **Research**.

Lead Content Designer - [Alight Solutions](#)

Oct 2021 - Apr 2022

- **Senior Content Designer** for the **Alight Design System (ADS)**.
- Wrote a comprehensive **style guide** to govern **voice & tone**, **grammar**, **accessibility**, etc of the ADS documentation.
- Built the ADS **knowledge base** within the **Zeroheight CMS**. Used **Figma** to produce **component** reference examples.

Lead Content Designer - [Microsoft](#)

Apr 2021 - Jun 2021

- **Senior Content Designer** for Microsoft D365 [Connected Store](#), a retail-focused observational-**AI** service.
- Managed all written Connected Store content, including **microcopy**, **terminology**, and **messaging**.
- Developed content plans for team adoption of term use, user-education materials, and video tutorials.

Lead UX Writer / Content Strategist - [RMS - Risk Management Solutions](#)

Oct 2019 - Dec 2020

- Designed, wrote, and implemented a comprehensive **style guide** resulting in a **complete overhaul of all corporate copy**.
- **Content Lead** for new underwriting app [TreatyIQ](#). Planned and wrote all app content (microcopy, messaging, etc).
- **Led** a team of tech writers to produce a **100-page**, **14,000+ word** user documentation guide for TreatyIQ.
- Spearheaded **In-App Content** feature for TreatyIQ. Wrote **300+** microcopy items to be incorporated into the system.

Tech Writer / Content Strategist - [Uber](#)

Dec 2018 - May 2019

- Wrote **100+** support articles for Uber's **internal knowledge base**, built on **Confluence**.
- Wrote **scripts** and created **story-boards** for **internal training videos**.

UX Writer / Tech Writer - [Vitei Backroom \(Kyoto\)](#)

Jan 2017 - Feb 2018

- Wrote **VR and AR-focused** documentation for **developers** and **administrative** staff.
- Designed a **corporate-focused style guide** for internal documentation formatting rules.
- **Collaborated** with developers, designers, and marketing **stakeholders** to produce **UX content** for public audiences.

Enterprise Tech Writer - Google

Feb 2016 - Sep 2016

- Wrote **200+ Administrator** and **Enterprise help center articles** to match established style and useability guidelines.
- Wrote **Trusted Tester instructional documentation** and **help center content** for **Google Docs / Gmail / Drive** launches.
- Worked **remotely**; collaborated with dev teams for **Google Enterprise Apps** products in almost every timezone.

Tech Writer - Nest

Oct 2015 - Feb 2016

- Wrote **100+** public-facing help center **support articles** for the Nest consumer support site.
- **Copy-Editor** for team, proofing material for **consistent voice usage** and proper application of the Nest **style guide**.
- Contributed to **consumer-level support article planning** for Nest hardware and software product releases.
- Tracked issues and article revision requests with **JIRA** and Google's proprietary tracking software.

Digital Marketing Manager - Hewlett Packard Enterprise

Feb 2015 - June 2015

- Performed **detailed traffic and KPI metric analyses** for HP Software's **IT Expert Community blogs**.
- **Drove awareness** for HP Software products by creating **editorial blogging plans** for **200 bloggers** and **24 blogs**.
- Provided HP employees with **metrics-tracking documentation** for blogging and **community engagement** efforts.

Senior Tech Writer - Google [x]

Jul 2013 - Feb 2014

- **Senior Tech Writer** for team. **Created** an **internal wiki knowledge base** for team operations efforts.
- Built a comprehensive **style guide** for docs and article formatting, including **art assets** in **Adobe Illustrator** and **Photoshop**.
- Wrote **200+** docs and wiki articles, including **training material** for onboarding, **software manuals** and **developer API content**.
- Project was a **machine learning prototype**, Docs covered the integration of **natural responses** into the **Google Assistant AI**.

Tech Writer - Google

Feb 2013 - July 2013

- **Tech Writer** for Glass team - Wrote **instructional documentation** for **Salesforce backend** and Glass hardware.
- **Community Manager** to Glass early adopter forum; assisted with **social media** coverage.
- Provided **Tier 2 technical support** to Google Glass early adopters and developers.
- **Sold** Glass to early adopters during Google's initial sales period via **Salesforce** and a **Chase** backend.

References

- Provided on request.

Extracurricular Interests

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|-------------------|----------------------------|--------------------|----------------------|----------------|
| • Video Games | • Anime / Japanese Culture | • Creative Writing | • Language Studies | • 3D Printing |
| • Travel | • Board Games (D&D) | • Twitch Streaming | • Industrial Design | • DIY Projects |
| • Virtual Reality | • Reading | • Cooking | • PC System Building | • Fitness |

Education

Bachelor of Science - Art Institute of California, San Francisco

2008

- Major in Interactive Media Design - Minor in Journalism