

# MICHAEL SHELELMAN

## Senior Technical Writer

(408) 607-2116 • Redding, California • sheleman.m@gmail.com • [LinkedIn](#)

## PORTFOLIO ARTICLES

---

- [Conceptual Article](#)
- [Reference Guide](#)
- [Procedural Guide](#)
- [Documentation Site](#)

## Preface

---

As a startup, Unqork requires its technical writers to produce high-quality, high-volume content at a fast pace to support five development teams. The company's no-code platform simplifies web development for complex applications used by fintech, government, and insurance organizations around the world.

Since 2021, I've researched, created, and managed documentation for the Unqork SaaS platform. My role has grown from making minor edits to owning the documentation for approximately 90% of all new platform features.

I specialize in creating procedural guides, conceptual overviews, reference documentation, FAQs, and API docs (REST and GraphQL). I also manage the design, structure, and deployment of the public-facing documentation site.

Beyond my core responsibilities, I've co-led an employee resource group and pursued technical learning in Python, CSS, XML, and JavaScript. Most recently, I built and deployed my personal website using Docusaurus, a docs-as-code static site generator.

Below are four recent, public-facing projects representing conceptual, reference and procedural documentation, as well as the design and layout of the Unqork Documentation Hub.

# Conceptual Article

## Bring Your Own (BYO) Component SDK

### Overview

**Bring Your Own (BYO) Component** enables **Creators** to create new components or configure existing custom components using Unqork's External Component V1 SDK (Software Development Kit).


**IMPORTANT** This feature is intended for Unqork configurators who have a strong understanding of the Unqork Designer Platform.

Title	Bring Your Own (BYO) Component SDK
Article Link	<a href="https://docs.unqork.io/Content/A00-Unqork_Platform/A00506-BYO-Component.htm">https://docs.unqork.io/Content/A00-Unqork_Platform/A00506-BYO-Component.htm</a>
Article Type	Conceptual
Target Audience	Experienced JavaScript Developers
Platform	Unqork software platform, a SaaS (Software as a Service) product designed to create no-code web applications for financial technology companies.
About	This article details a new feature that enables javascript developers to create their own components for use in the Module Builder tool.
Key Responsibilities	<ul style="list-style-type: none"><li>- <b>Research:</b> Evaluated and compiled internal and external documentation.</li><li>- <b>Development:</b> Created layout, design, styling, and language.</li><li>- <b>Collaboration:</b> Worked cross-functionally with product manager and two engineers, to create accurate documentation for end-users.</li><li>- <b>Implementation:</b> Uploaded, cross-linked, and promoted article on Unqork Doc Hub.</li></ul>
Outcomes	<ul style="list-style-type: none"><li>- Provided documentation for new feature to over a thousand Unqork end-users.</li><li>- Reduced workload for customer support and support engineers.</li></ul>
Authoring Tool	Madcap Flare

# Reference Guide

### Unqork ARIA Roles

The **ARIA Role** ( `role` ) setting uses predefined values that are assigned under an Unqork component's Accessibility settings. It's important to assign the correct **ARIA** role during development, otherwise an application might affect its **SEO** rating and become less accessible.

 **LEARN MORE** To get an in-depth overview of ARIA roles, visit the Mozilla WAI-ARIA Roles reference guide: <https://developer.mozilla.org/en-US/docs/Web/Accessibility/ARIA/Reference/Roles>.

The list below contains the available role attributes in Unqork, and a description of each role.

30 ▾ entries per page

Search:


ARIA Role	Description
alert	<p>Notifies the <b>end-user</b> with an important or time-sensitive message. Use this role for information that requires the end-user's immediate attention.</p> <p>Examples include:</p> <ul style="list-style-type: none"><li>• An invalid value entered in a field.</li><li>• The login session is about to expire.</li><li>• A lost connection to the server preventing local changes from being saved.</li></ul>

Title	ARIA Reference Guide
Article Link	<a href="https://docs.unqork.io/Content/Q-References/Q014-ARIA_Accessibility.htm">https://docs.unqork.io/Content/Q-References/Q014-ARIA_Accessibility.htm</a>
Article Type	Reference Table
Target Audience	Unqork Platform Users
Platform	Unqork software platform, a SaaS (Software as a Service) product designed to create no-code web applications for financial technology companies.
About	Unqork's recent push into accessibility lead to a need for documentation on ARIA (Accessible Rich Internet Applications) settings and how to implement them into an Unqork application.
Key Responsibilities	<ul style="list-style-type: none"><li>- <b>Research:</b> Evaluated and compiled internal and external documentation.</li><li>- <b>Development:</b> Created layout, design, styling, and language.</li><li>- <b>Collaboration:</b> Worked cross-functionally with product manager and two engineers, to create accurate documentation for end-users.</li><li>- <b>Implementation:</b> Uploaded, cross-linked, and promoted article on Unqork Doc Hub.</li></ul>
Outcomes	<ul style="list-style-type: none"><li>- Provided documentation for new feature to over a thousand Unqork end-users.</li><li>- Reduced workload for customer support and support engineers.</li></ul>
Authoring Tool	Madcap Flare

# Procedural Guide

## Adding a Get Operator

For this example, create a [Data Table](#) component that stores a list of countries and their capitals. Then, set up a [Data Workflow](#) component with two Get operators. One Get operator retrieves an entire row of data, and the other retrieves a single value.

 **NOTE** These instructions assume you have a new module open, saved, and with a title.


## Configure the Data Table Component


First, you'll add a Data Table component to store some sample data.

1. In the Module Builder, drag and drop a [Data Table](#) component onto your canvas.
2. In the [Property ID](#) field, enter [dtCountries](#).
3. In the data table, enter the following:

Title	Get Operator
Article Link	<a href="https://docs.unqork.io/Content/A06-ModEditor-Data_Workflow/A0605-Array/A0605002-Get_Operator.htm">https://docs.unqork.io/Content/A06-ModEditor-Data_Workflow/A0605-Array/A0605002-Get_Operator.htm</a>
Article Type	Software Tool Procedural Guide
Target Audience	Unqork Platform Users
Platform	<a href="#">Unqork software platform</a> , a SaaS (Software as a Service) product designed to create no-code web applications for financial technology companies.
About	The Unqork platform enables it's users to create complex logic operations using a tool called the "Data Workflow Component". One of these operations, the Get Operator, lets users select a single field's value from a data set. This article presents a simple procedural guide for using the Get Operator.
Key Responsibilities	<ul style="list-style-type: none"><li>- <b>Research:</b> Evaluated and compiled internal and external documentation.</li><li>- <b>Development:</b> Created layout, design, styling, and language.</li><li>- <b>Collaboration:</b> Worked cross-functionally with product manager and two engineers, to create accurate documentation for end-users.</li><li>- <b>Implementation:</b> Uploaded, cross-linked, and promoted article on Unqork Doc Hub.</li></ul>
Outcomes	<ul style="list-style-type: none"><li>- Provided documentation for new feature to over a thousand Unqork end-users.</li><li>- Reduced workload for customer support and support engineers.</li></ul>
Authoring Tool	<a href="#">Madcap Flare</a>


# Welcome to the Document Hub






### Getting Started

New to Unqork? Learn how to build your first application using the Unqork platform.




### User Manual

Detailed documentation for each component, operator, node, tool, setting, and features.




### Release Notes

Discover new, updated, and upcoming features coming to the Unqork platform.




### Formulas

Unqork supports hundreds of formulas, find the perfect one for the task.



### Best Practices


Recommendations and standards for building the perfect application in Unqork.




### How-To Guides

Learn how to use Unqork to it's maximum potential with step-by-step help.

## Announcements

**Release Notes:** 7.24 Platform Release Notes NEW

**Doc Hub:** Vega Chart Component

**Release Notes:** 7.22 Platform Release Notes

Title	Unqork Documentation Hub
Article Link	<a href="https://docs.unqork.io/">https://docs.unqork.io/</a>
Article Type	Documentation Website
Target Audience	Unqork Platform Users
Platform	Unqork software platform, a SaaS (Software as a Service) product designed to create no-code web applications for financial technology companies.
About	Designed, implemented, and authored the public-facing documentation site for the Unqork platform used by web developers. The goal was to provide clear, searchable, and scalable product documentation to improve user onboarding, reduce support tickets, and enhance product transparency.

Key Responsibilities	<ul style="list-style-type: none"> <li>- <b>Site Design &amp; Layout:</b> Built a responsive and accessible documentation site using MadCap Flare, focusing on ease of navigation, clean information hierarchy, and consistent branding.</li> <li>- <b>Implementation:</b> Configured site structure, versioning, and custom components to support both internal teams and external users. Used Git and CI/CD pipelines to publish updates.</li> <li>- <b>Content Strategy and Language:</b> Developed documentation tone and style aligned with the company's voice. Wrote task-based, user-centric help content, onboarding guides, and API references.</li> <li>- <b>Collaboration:</b> Worked cross-functionally with product managers, engineers, and UX designers to ensure documentation matched real-world user workflows and product functionality.</li> </ul>
Outcomes	<ul style="list-style-type: none"> <li>- Simplified <b>navigation</b> by reducing the average amount of clicks needed to reach an article from six to four.</li> <li>- Increased <b>time on page</b> for users by ~45%.</li> <li>- Documentation <b>organic traffic</b> increased by ~650% via improved SEO (search engine discoverability).</li> </ul>
Authoring Tool	Madcap Flare