Alexa Kreizinger

Technical Writer & Information Architect

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> *6+ years of technical writing experience, primarily documenting B2B SaaS products in the adtech/anti-fraud space.*

Skills

- Technical writing and editing
- Information architecture
- Knowledge base management and related tools, including:
    - Static site generators (Docusaurus, Jekyll, Hugo, etc.)
    - Hosted CMS tools (ReadMe, Zendesk Guide, and Contentful)
- API documentation
- UX writing, content writing, and copywriting
- Docs-as-code tools and processes (including GitHub/GitLab, Netlify, and Jira)
- Markdown, HTML, CSS/Tailwind, and Liquid
- Intermediate JavaScript (including React and Node.js)
- A smidge of Ruby, Java, Go, and SQL
- Image capture and editing tools (including Snagit and Adobe Photoshop)

Experience

HUMAN Security (Remote) / Technical Writer
NOVEMBER 2020 – DECEMBER 2023

- Wrote and edited end-user documentation for a suite of bot management and ad fraud prevention software, including conceptual overviews, tutorials, glossaries, and API docs.
- Spent several years immersed in the world of adtech and became a domain expert in programmatic advertising and the OpenRTB spec.
- Built and maintained HUMAN's public docs library via a docs-as-code toolchain whose features include Git-based version control, live staging previews, and password-protected docs.
- Standardized documentation requests by building a DOCS Jira board and popularizing its use throughout the company.
- Led cross-functional documentation initiatives, including docs GTM strategy, with experts across the Product, Engineering, Customer Success, and Marketing teams.
- Worked closely with PMs to help guide product design, write UX copy for user interfaces, and create standardized definitions for product terminology and data taxonomies.
- Edited various written materials across the company, contributing to everything from internal docs to product marketing messaging to postmortems to RFP responses.
- Performed QA testing for each iteration of the HUMAN Dashboard to ensure that new features were functional and easy to use.
- Created HUMAN's first-ever style guide, which draws upon a single-sourced ruleset to automatically generate mini guides tailored to specific audiences (e.g., marketers, developers, technical writers).

NS8 (Las Vegas, NV + Remote) / Technical Writer
APRIL 2019 – SEPTEMBER 2020

- Wrote and edited end-user documentation for e-commerce fraud prevention software.
- Supported the milestone release of NS8 v2 by creating an offshoot of the v1 docs library with new and updated documentation, including migration guides to help users through the upgrade process.
- Wrote in-app copy for UX updates (menu items, headers, tooltips—you name it).
- Crafted technical marketing copy for the company's brand refresh and website overhaul.
- Collaborated with developers to create and publish the first iteration of NS8's API documentation.
- Researched and wrote marketing content for industry reports, blog posts, and webinars.
- Laid the foundation for the company's internal documentation, including company processes, new hire onboarding guides, and the NS8 employee handbook.

Psychology 360 (San Diego, CA + Remote) / Technical Writer
APRIL 2017 – APRIL 2019

- Wrote comprehensive diagnostic reports for clients seeking psychological evaluation.
- Compiled client information, clinical assessments, and prior patient records into standardized reports to support clients' requests for formal accommodations (like IEPs and 504 plans).
- Created report templates for head psychologist, clinical assistants, and other report writers.
- Learned and adopted industry standards, including DSM-V guidelines and diagnosis codes.

Education

UC San Diego
B.A., Literatures in English + Biomedical Ethics