

CHAD CARLSON



Technical education,
documentation, DevRel
and engineering leader

Contact

+1 949 929 5143

St. Augustine, FL USA

chadwcarlson@gmail.com

linkedin.com/in/chadwcarlson

github.com/chadwcarlson

Skills

Developer education &
enablement. Technical writing.
Demos and example apps
Technical blogs. Video production.
Docs-as-code. Developer course
creation, training & certification.
Content strategy. Product
feedback. Project management.
Technical support. User
experience & design.

Technical proficiencies

Astro, Mintlify, Hugo, Gitbook,
Docusaurus, Nextra, Redocly,
OpenAPI, Postman, LaTeX, Git.
Django, FastAPI, Wagtail. Gatsby,
Next.js, Express, Strapi. Drupal,
WordPress. Discourse, Forem.

Experienced developer education, documentation, and engineering leader. Brings technical writing, software and web development, DevRel, docs-as-code, as well as managing technical writers and engineers skills in order to deliver high-quality developer enablement materials and software.



Education

Florida Atlantic University Complex Systems & Brain Sciences, 2014-2019

UC Santa Barbara BS, Biopsychology, 2007-2012

Career summary

Platform.sh

Senior Manager, Developer Relations, May 2021 - Feb 2025

- Managed review, information architecture, analytics, feature releases, guides, user product feedback, updates and major learning paths of [Platform.sh](#) and [Upsun](#) public documentation sites. Enforced style guide & standards with testing suites. **Lead contributor. Used:** Hugo, Cypress, Vale, Tailwind, Asciinema, Meilisearch, MariaDB, GA4, Heap, GitHub Actions, JS, Python, Platform.sh.
- Launched the [Upsun Developer Center](#): centralized developer docs, examples, training, technical blog & product feedback strategy. **Used:** Hugo, Vale, Tailwind, Docker, Nix, Fastly, Flexsearch, ExpressJS, goaccess, GitHub Actions, JS, Python, Upsun, Google Analytics, LookerStudio, Heap.
- Delivered the [Upsun Demo Project](#), implementing end-to-end tests through the same core product features asked of users to ensure successful onboarding. **Used:** React, Typescript, Tailwind, Flask, Blackfire player, GitHub actions, Upsun.
- Developed [Upsun Decoupled Symfony Workshop](#) for use in docs following at-event trial run. **Used:** Symfony, Next.js, bash, PostgreSQL, Upsun.
- Managed, maintained, and contributed to 113 [user-facing code examples](#) that made up the primary trial onboarding path, support/solutions examples, and workshop curriculum. Supplemented "official" templates with an external marketplace that integrated community and partner examples into primary catalog for visibility. **Used:** Python, doit, GitHub actions, Platform.sh API, and many individual framework examples in different runtime languages.
- Led support and migration initiative for [Platform.sh Forum](#), from discovery to release. **Used:** Discourse, Python, Forem, Zendesk Community.
- Managed DevRel, engineering, and technical writing direct reports through company acquisition (Blackfire.io), and resulting expanded events, documentation, demo materials, support and content responsibilities.
- Standardized demo examples and documentation product story, leading to more consistent messaging, as well as better process for integrating at-event feedback and tailoring materials for different audience stacks.
- Oversaw technical staffing at events in collaboration with the Events Marketing team, enabling speakers and booth attendees.
- Delivered [technical blog posts, video, and talks](#). Launched/co-hosted the [Change mode podcast](#). **Used:** Hugo, Upsun, Buzzsprout, YouTube, iMovie, Podcastics.

DevRel Engineer, Jan 2019 - May 2021

- Led the migration, retooling, IA, and redesign of the [Platform.sh](#) public docs to Hugo leveraging a custom theme. Acted as primary maintainer of [Platform.sh API](#)

Jira, Asana, ClickUp, Linear, OKRs.
Figma, Canva. Impartner,
Allbound. GitHub actions, GitLab
pipelines. MariaDB, PostgreSQL,
Headless Chrome, Elasticsearch,
Opensearch, Meilisearch. SEO.
Analytics. GA4, LookerStudio.
Metabase. Docker. GitOps. CI/CD.
DevOps. Infrastructure-as-code.

Leadership

Documentation and DevRel
strategy. Remote work and remote
team cadence. Team management
with DevRel, engineering, and
technical writing reports.

References

See LinkedIn recommendations

Interests

Writing, reading, cooking,
neuroscience, evolutionary
biology, film and television

[documentation](#). Revamped onboarding path by delivering Platform.sh Getting Started guides. Brought starter/community example visibility to docs. Improved Python support by expanding central reference, Django, Flask, and Wagtail tutorials, and advanced guides around web servers and dependency management. **Used:** *Hugo, Gitbook, Cypress, Vale, Tailwind, Asciiinema, Redocly, OpenAPI/Swagger, Postman, MariaDB, GitHub Actions, JS, Python, Platform.sh*.

- Authored two developer training paths for the [Developer Certification component of the Platform.sh Agency Partner Program](#). Developed and delivered an additional Strapi-focused workshop. **Used:** *Allbound, iMovie, Audacity, Discourse, Zendesk Community, Strapi, React, GraphQL, PostgreSQL, Platform.sh*.
- Brought in-product visibility to community/partner example code; pushed a general "Deploy on Platform.sh" button. Became trackable [open source code outreach mechanism](#). **Used:** *Python, GitLab pipelines, Marketo, scrapy*.
- Designed demos across major product features, [pulled into main marketing site](#) and at-event iPads for interactive sales/booth enablement. Produced [video recordings](#) of each demo to embed alongside slides and transcripts within the website. **Used:** *iMovie, Audacity, RevealJS, Hugo, Gatsby, Hexnode, Configurator 2*.
- Delivered [technical blog posts](#), [video](#), and [talks](#). Acted as organizer and co-host for the [Deploy Friday podcast](#). **Used:** *Hugo, Platform.sh, Buzzsprout, YouTube, iMovie, Podcastics*.

Florida Atlantic University Graduate Research and Teaching Assistant, 2013-2018

- Led weekly lectures/study groups in psychology and neuroscience courses.
- Presented software models of human motion perception, with conclusions supported by eye-tracking and psychophysics experiments.
- Investigated evolutionary algorithms, reinforcement and other deep learning methods as they relate to the emergence of vision in biological nervous systems.

Work

Major projects

[[View full list & details](#)]

- **Documentation:** Platform.sh/Upsun docs, Upsun Developer Center, marketplace.
- **Curriculum:** Upsun Demo project, workshops, Agency Developer Certification
- **Community:** Community marketplace, Deploy on Platform.sh buttons, The change mode podcast, Deploy Friday podcast, Open source project sponsorship.

Writing

[[View full list & details](#)]

- [Drupal and Upsun: Deploying Drupal CMS and Drupal 11](#)
- [How to Deploy Flutter on Upsun](#)
- [Up\(sun\) and running with Django](#)
- [Surfacing activities with GitHub actions](#)
- [A series of unfortunate commits: software security stories](#)

Talks & demos

[[View full list & details](#)]

- [Build apps, not platforms: Optimized DevOps without platform engineering](#)
- [Single and multi-site search with Meilisearch](#)
- [Beginner Probot: building and hosting GitHub Apps](#)
- [Optimized Django deployments with a Continuous Observability Strategy](#)
- [What you need to know about frontends to decouple](#)