

James P. Foley  
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## SUMMARY

Adaptive, very technical tech writer with eighteen years of experience, writing primarily for developer audiences at companies including Meta, Google, Disney, Reuters, E-Trade, and Dolby Labs. Have documented: ML/AI, autonomous vehicles, AR/VR/XR, spatial computing, social media, big data, cloud computing, APIs, servers, hardware, security, web/desktop/mobile apps. Have also worked as software developer, IT/support tech, supervisor, and trainer.

**TAKEAWAYS:** 1) Versatile, experienced writer who speaks fluent engineer. 2) Resourceful innovator who enjoys difficult puzzles and elegant solutions. 3) Enjoys learning, schematizing, and writing about complex subjects.

## TECHNICAL BACKGROUND

Have worked with the following:

- **Languages** (light/moderate experience): Python, JavaScript, Apps Script, PHP, C++, Java, Go, SQL
- **Dev environments:** Visual Studio, Android Studio, Eclipse, Git, Perforce, Jira
- **APIs** including: Google Cloud, Maps, and Drive, Reuters news & financials, E-Trade, and Zuora subscription billing
- **Hardware** including: Arduino, Raspberry Pi, and SOC programming; hardware layer (HAL); sensors, custom boards, Altium
- **Web/CMS tools:** XML, HTML, Markdown; Apache, IIS; WordPress, Drupal, Joomla, Sites, Confluence, SharePoint, Alfresco
- **Doc tools:** DITA, XMLSpy, oXygen, DocBook, Doxygen, Javadoc, FrameMaker, RoboHelp
- **Office:** Google Apps (with scripting), Microsoft Office (with macros/VBA); advanced skills in spreadsheets, slides, diagrams
- **Graphics:** Figma, Visio, Lucidchart, Gliffy, Blender, Photoshop, GIMP, Inkscape (Illustrator), Tableau, Graphviz
- **Other:** Used leading LLM chatbots and NotebookLM to help research and review an ambitious science-history book project

## EXPERIENCE

### INDEPENDENT RESEARCHER & AUTHOR

JUL 2022 – DEC 2025

- Took on a personal challenge in research and information architecture: a deep-dive into William James, the father of American psychology, and his 1902 psychology/philosophy classic *The Varieties of Religious Experience*.
- Wrote a *Varieties* study guide, available on Amazon. Currently polishing a book draft on *Varieties*, its historical context, the arc of James's life & major works, and his continuing influence on philosophy, psychology, and spirituality in the age of modern neuroscience.

### SENIOR DOCUMENTATION ENGINEER, FACEBOOK / META

JUL 2017 – JUN 2022

- Sole writer embedded in a core Ads eng team, documenting the Ads code library that's regularly modified by many teams in Facebook, Messenger, Instagram, & WhatsApp. Wrote dev docs, managed wikis, proposed & executed 6-month plans.
- Trained engineers & tech writers on writing via one-on-one, live talks, & training videos on writing & information architecture.
- Designed the onboarding course catalog for incoming tech writers for the larger Engineering doc team.
- Used in-house SQL tools to build a catalog of doc metrics & dashboards. Built a live graphic org chart with SQL & Graphviz.
- During the company name change to Meta, I won the contest for a new term for Facebookers. "Metamates" was chosen by Mark Zuckerberg based on my internal post about an email exchange with the Pulitzer-winning computer scientist Douglas Hofstadter, who suggested the term because "meta" and "mate" are anagrams.

### CONTRACT TECH WRITER, DOLBY LABS

APR 2017 - JUN 2017

- Updated and clarified the Dolby Vision manufacturer's guide, writing in a DITA environment. Was offered a full-time role, but joined Facebook after completing the three-month contract.

### CONSECUTIVE CONTRACTS AT GOOGLE CLOUD PLATFORM / ATAP / X LAB / WAYMO

APR 2014 - MAR 2017

- **Google X Lab (2016):** Documented the autonomous driving tech that became Waymo, including simulators, algorithms, sensors, car systems, and machine learning.
- **ATAP Lab (2015):** In Google's Advanced Technologies and Projects lab, documented Project Tango, a 6-degrees-of-freedom SLAM platform for Android with uses in AR/VR, mobile devices, and more. Documented Tango concepts, Hardware Abstraction Layer (HAL), and device certification specs for Android device makers. As part of this, contributed to and documented the XDM extended graphic-file spec, and authored or expanded Wikipedia articles on ATAP, Tango, and XDM.

Used Altium and other tools to document a prototype data-collection device. When a case of Ebola arrived in the US, was appointed to a three-person team to quickly create, document, and deliver a mobile Ebola-tracking app to the State of Texas.

- **Google Cloud Platform (2014):** Wrote developer docs for App Engine and Compute Engine at [developers.google.com](https://developers.google.com).

## CONTRACT TECHNICAL WRITER, VARIOUS OTHER CLIENTS

AUG 2011 - MAR 2014

Clients during this period were all in Silicon Valley except Biomedical Systems in St. Louis. Clients/projects included:

- **Disney Interactive:** Documented multiple big data pipelines including acquisition, ETL, and tools for all Disney games (mobile, social, web, console).
- **Zuora:** Documented REST and SOAP APIs plus Salesforce/Apex tools for a leading cloud-based platform for subscription billing. Replaced two exiting writers as sole writer for 7 months, keeping up with 50 developers on an aggressive Agile development cycle, responsible for biweekly release notes and 800 pages of docs in a MindTouch CMS at [knowledgecenter.zuora.com](https://knowledgecenter.zuora.com).
- **E-Trade:** Wrote the docs for E-Trade's trading platform ([developer.etrade.com](https://developer.etrade.com)), including REST API & Java/C++/PHP SDKs.
- **MoboTap:** Wrote/edited Java developer guides for a plugin API and PhoneGap add-on API for [Dolphin](https://dolphinmobile.com) mobile browser.
- **Concurrent:** Updated Concurrentinc.com user guide for [Cascading](https://cascading.apache.org) 2.0, a Java API for Hadoop cluster computing.
- **Authentic8:** Wrote early admin content for their [ultra-secure cloud-based web browser](https://authentic8.com).
- **Biomedical Systems, Inc.:** (St. Louis) Wrote design & user docs per FDA rules for a .NET pharmaceutical-studies data website.

## TECHNICAL WRITER, THOMSON REUTERS, ST. LOUIS

APR 2003 - JUN 2011

- **My first formal tech-writing job** was at this international news and market-info company where, as part of a writing team, I wrote developer, admin, and user docs for the end-to-end Reuters system: backend servers, distribution network, caching, security, APIs, and desktop, web, and mobile apps.
- Also created executive presentations and whitepapers, tested software, and developed diagrams to internally communicate concepts and plans to a large international team of developers.

## OTHER PAST ROLES

Before tech writing, I had roles in IT, tech support, and technical training. In addition I worked as the computer science tutor for the University of Missouri Athletic Department and did freelance programming for the University and several business clients.

## EDUCATION

University of Missouri – coursework in Linguistics and Computer Science

## SAMPLES

Sample docs, code, and more on my GitHub site at <https://jimfoley.net>, including:

- Sample app plus sample API docs, whitepaper, diagrams, admin guide, and user docs
- Links to my articles on the cognitive science of readability, translatability, and writing for ESL or dyslexic readers
- Link to my unique in-depth study guide on William James's *The Varieties of Religious Experience* (at Amazon)
- Link to my award-winning novelette *Sacred Cows*, listed in *Gizmodo's* best sci-fi stories of 2015

## REFERENCES

- See recommendations at [LinkedIn](https://www.linkedin.com/in/jimfoley)
- Further references available on request