Kristi Bierut

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Portfolio • LinkedIn • GitHub

Writer/editor pivoting to technical writing with 6+ years of experience in web content and product management in the tech industry.

Skills

XML • HTML • CSS • Markdown • Agile methodology • GitHub • SSGs (Hugo) • API documentation tools (Stoplight, Swagger) • REST APIs • WordPress • Drupal • Google/Adobe Analytics • A/B testing • Microsoft 365

Experience

Communication Team (Volunteer) • Highland Terrace PTA, Shoreline, WA   Sep 2022–Present
- Maintain the PTA WordPress website, htpta.org. Create and manage website content.
- Create and send the monthly PTA member newsletter using Mailchimp.

Parenting Career Break   2013–2022

Product and Editorial • Education.com, Redwood City, CA

Product Manager   Jul 2012–Jun 2013
- Led the end-to-end creation and launch of Education.com Plus, a premium subscription product that marked our entry into ecommerce and turned the company profitable. Oversaw all parts of the product lifecycle with a cross-functional team following agile dev processes.
  - Conducted user research pre- and post-release. Developed personas and user stories to identify needs of key user segments.
  - Wrote all internal and user-facing product documentation, including product requirements, Terms of Service, and customer FAQ.
  - Performed all QA testing and deployed A/B tests to optimize the conversion funnel.

Associate Product Manager   Feb 2011–Jun 2012
- Helped establish a data-driven approach to decision making within the company.
  - Conducted in-depth analyses of traffic and user engagement metrics using Adobe and in-house analytics tools to identify areas for growth.
  - Launched our A/B testing program using Optimizely. Designed and deployed experiments to increase membership signups and user engagement and guide UX/design decisions.
  - Optimized UX copy in key user flows across the site in collaboration with editorial and design.
- Managed the school data API support inbox. Resolved user issues in partnership with engineers.

Product Assistant   Jun 2010–Jan 2011
- Wrote requirements for products aimed at increasing user engagement including targeted registration flows and Collections, our first social feature.

Editorial Assistant   Oct 2009–Jan 2011
- Managed a team of graphic designers creating printable worksheets. Led content development from strategy to final editing.
- Hired and trained 2 editorial interns who later joined as full-time staff.
- Created our in-house style guide after identifying the need and pitching the idea to management.
- Edited, wrote, and managed a variety of website content including instructional activities and articles.

Grant Writer (Contract) • Dunn Write Communications (remote)   Sep 2007–Sep 2009
- Wrote and edited grant proposals and letters of inquiry. Researched and identified potential funders and performed audience analysis to ensure alignment of goals and proposal strategy.

Staff Writer (Contract) • ArtSlant, San Francisco, CA (remote)   Nov 2008–Aug 2009
- Wrote reviews of art exhibitions in the SF Bay Area for online art publication.

Projects

Personal portfolio website   Feb 2024

Website link | **GitHub**

Built with Hugo and the Congo theme. Hosted and deployed to GitHub pages using GitHub actions CI/CD workflow.

Starwipe API documentation site • UW Technical Writing program group project   Sep–Nov 2023

bierut.stoplight.io | **GitHub**

Built a mock API documentation site for an imaginary photo app called Starwipe. Designed a simple REST API following the OpenAPI standard. Interviewed developers to identify key documentation needs and common pain points. Created with Stoplight.

Education

Certificate, Professional Technical Writing • University of Washington, Seattle, WA   Mar–Nov 2023

Skill Certificate, Web Development • Foothill College, Los Altos, CA   2010
   Skills: HTML, CSS, XML, JavaScript

BA, English • University of California, Santa Barbara, Santa Barbara, CA   2006