

Peter Zogas

Content Design and UX Writing

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Hello!

I'm a content designer and UX writer with 8 years of experience partnering with engineers and product designers to create outstanding digital experiences. Most recently, I led large platform-focused content projects for Autodesk Construction Solutions. Before that, I implemented a cohesive content strategy for PlanGrid, a leading productivity software for onsite construction workers.

I'm an East Coast transplant to San Francisco. Depending on the season, you'll find me surfing, skiing, or staying inside to play bluegrass-style mandolin.

Background

I started my career in technology working on mobile educational products. I led content for Elevate, where I built and supported more than 20 educational games for the award-winning Elevate App. While there, I also led research for Balance, a mindfulness and meditation app.

My work as a content designer and UX writer is informed by my background in teaching and publishing. I taught American literature and composition at the University of Rochester while earning my PhD in English, and I worked as a research editor for Encyclopedia Britannica.



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Approach to Content Design and UX Writing

ACROLINX

CHECK

251 words and 5 issues

To ... project
Is this paragraph too formal? Try to make this paragraph sound more like you're talking.

are made ... can be performed ... will...
Could you make it simpler?

create a new **create a**
Could you make it simpler?

Once ... products
Could you shorten this sentence?

complete a series of
Could you rephrase this with a clearer verb?

smart-register.md getting-started.md

clc > autospecs > source > getting-started.md > # Getting Started with AutoSpecs > # Getting Started with AutoSpecs

1 ---
2 **topicid: AutoSpecs_Getting_Started**
3 ---
4 ---
5 **# Getting Started with AutoSpecs**
6 ---
7 To begin using AutoSpecs, upload a spec book to extract submittal information. When changes are made to the spec book, a new upload can be performed that creates a unique name and can be compared to other spec versions in the project.

88

Unpublish Delete

Title: Damaged Drywall

Status: In Review

Type: Punch List > Damaged Drywall

Description: Puncture in gyp on rear wall

Assigned to: Bill Kagan (United Construction)

Start date: Jan 8, 2021

Due date:

0 SKIMMING :23

LAKE OF LEGENDS
IN THE CRATER OF MOUNT MAZAMA

5442 WAITING :00

LAKE OF LEGENDS
IN THE CRATER OF MOUNT MAZAMA

SCAN THE ARTICLE
ONE of THREE

Born from a violent eruption long ago, Crater Lake in Oregon is the deepest lake in the United States. It is six miles across at its widest point and reaches a depth of 1,949 feet.

According to legend, who was the spirit of the below world?

Crater Lake formed in the caldera of Mount Mazama, a major volcano in the Cascade Range. Before its collapse, the volcano covered an area of about 12,000 square miles.

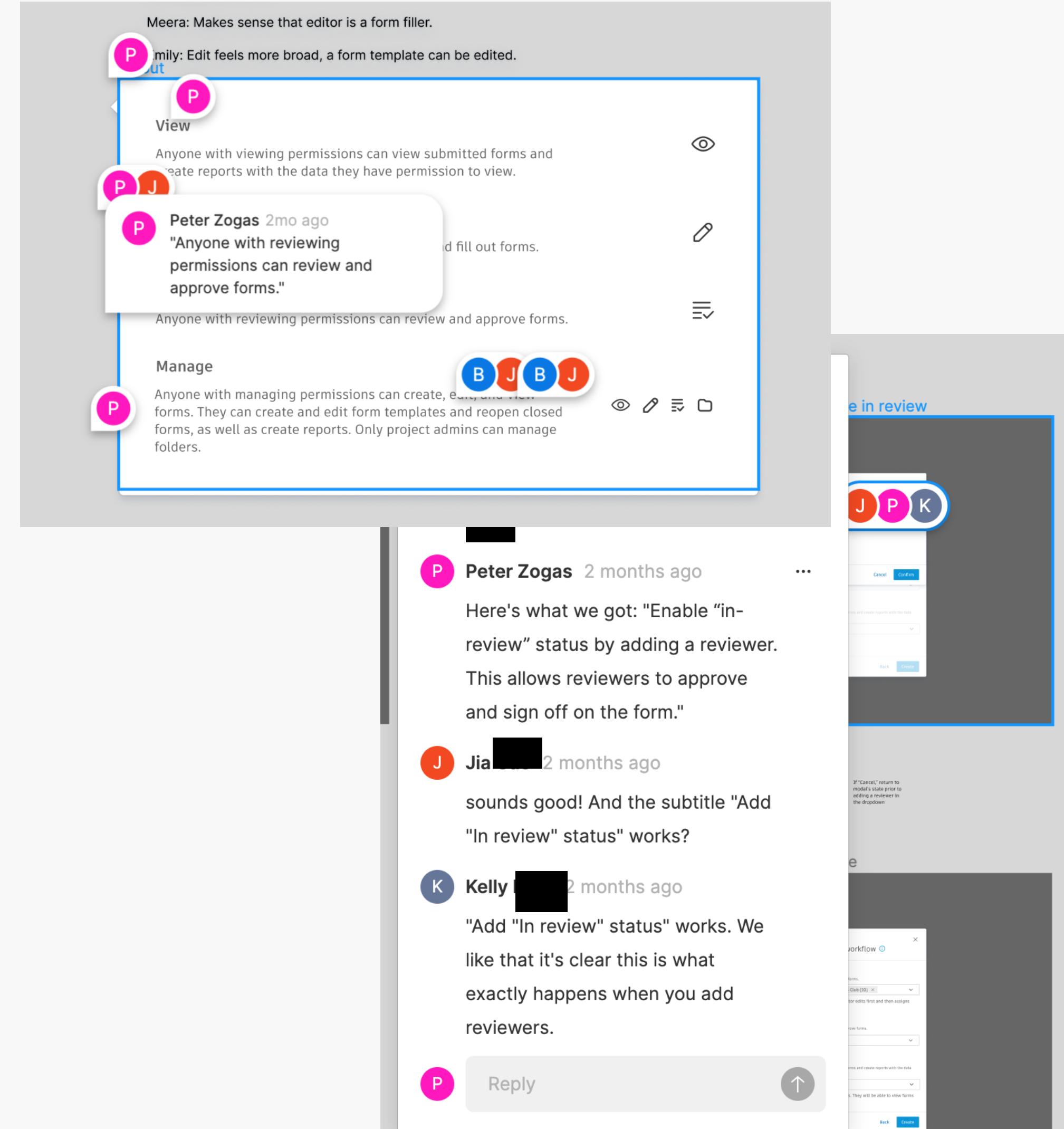
Begin

TIP Consider the likely context of the idea you're looking for.

Writing + Design

My approach to content starts by recognizing that writing and design are both part of the same effort to communicate to users.

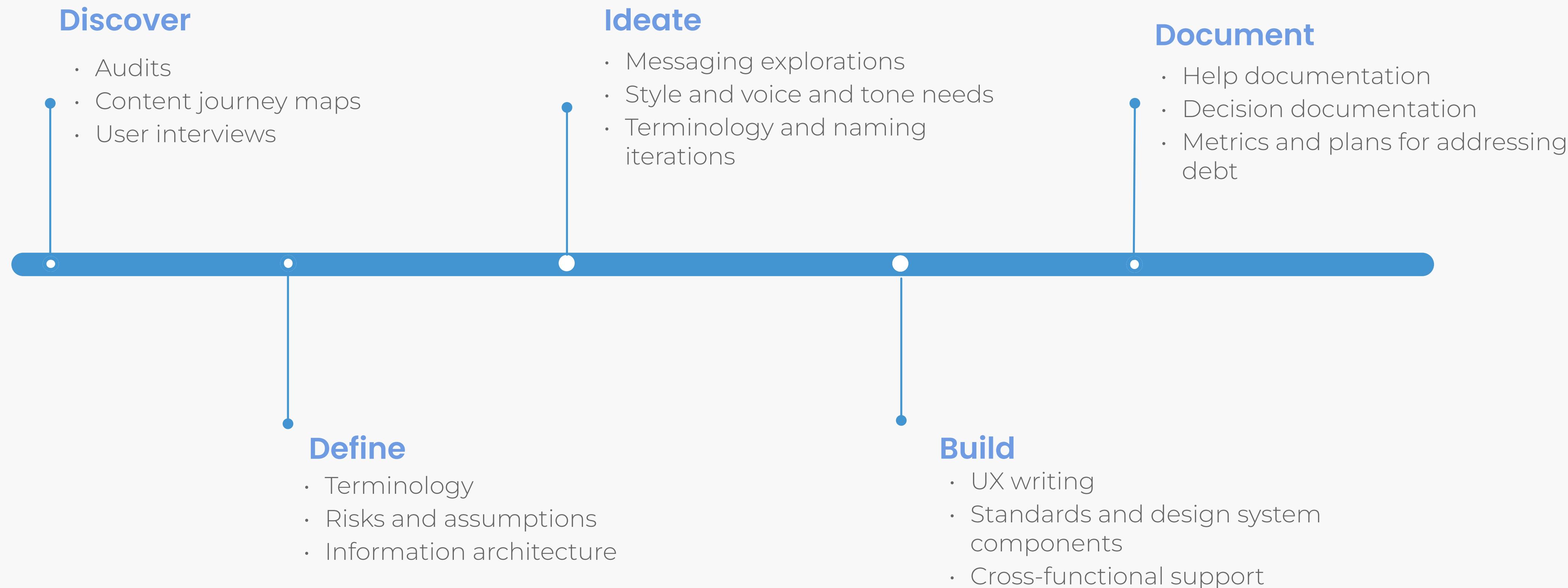
Great content can't be "plugged in" to a design file—it needs to be built alongside a product to best meet user and business needs.



conversations between writers and designers in design files at Autodesk

Content and the Product Development Process

I build close partnerships with designers, product managers, and engineers, and fully integrate content with the product development process.



Research, Test, and Iterate

Before building content, I research what users need and how they understand language relating to a product.

I inform content decisions by talking with users and evaluating data about what works and what doesn't.

For long-term success, I iterate toward more effective content to better meet the needs of product users.

Concept Presentations Concept Identifier	Concept Presentations User Input	Concept Presentations Count
1 RETRIEVE-190	loudly	15
2 RETRIEVE-190	eponymous	12
3 RETRIEVE-190	noisome	6
4 RETRIEVE-190	sedentary	4
5 RETRIEVE-190	irritating	4
6 RETRIEVE-190	disturbing	4
7 RETRIEVE-190	cacaphony	3
8 RETRIEVE-190	sound	3
9 RETRIEVE-190	clamor	3
10 RETRIEVE-190		
11 RETRIEVE-190		
12 RETRIEVE-190		
13 RETRIEVE-190	irksome	2
14 RETRIEVE-190	clangy	2
15 RETRIEVE-190	cloudy	2
16 RETRIEVE-190	thunderlike	2
17 RETRIEVE-190	exhubereny	2
18 RETRIEVE-190	cacauphony	2
19 RETRIEVE-190	blame	2
20 RETRIEVE-190	restless	2
21 RETRIEVE-190	perturbating	2
22 RETRIEVE-190	shoe	2
A		B
23 Question	Answer(s)	
24 How much did you like the info in the lesson?	4.06	
25 How did you feel about the length of the lesson?	Too short: 10.61% About right: 85.47% Too long: 3.91%	
26	-A female voice	
27	-Clarify that sitting should be on a chair with feet on the ground (to match the audio) (lots of these)	
28	-Fewer pages; too many to click through	
29	-The info could've described what was going to come in the audio a bit better	
30	-Would've like music behind the reading	
	-Clarify the need to swipe or click; I was just waiting for the screen to change automatically	
	-More boldness, color, and life	
	-Disliked the American spellings, especially practice vs. practise	
	-Break down the age category of 45+	
	-Bolder font (thickness made it a little tough to read)	
	-"People your age are more stressed than other generations" seemed condescending	
	-Add an option to go back and reread cards	
	-Like simplicity in design, but this felt way too simplistic (a fair number of these)	
31 What could be improved in the lesson?		
32 Which did you answer 'yes' to?	Reduce stress: 95.51% Improve sleep: 89.89% Increase focus: 93.26% Improve mood: 90.45% None: 0%	
33 How much have you meditated before?	A lot: 3.37% A little: 68.54% None: 28.09%	
34 How much did you like the stress related stat?	3.65	
35 How much did you like the focus-related stat?	3.81	
36 How helpful were the 3 meditation tips?	3.91	
37 What were the 3 tips?	People generally only got 1 maybe 2 correct	
38 How much did you like the guided meditation?	4.1	
39 How did you feel about the length of the meditation?	Too short: 27.84% About right: 71.59% Too long: 0.57%	
	-When asked to take a deep breath, include instructions to breathe in AND out	
	-Would've like a female voice	
	-Add music in the background	
	-Less talk, more time to focus on breathing	
	-Would've liked for it to be a little longer	
	-Give notice to make sure volume is on	
40 What could be improved in the meditation?		

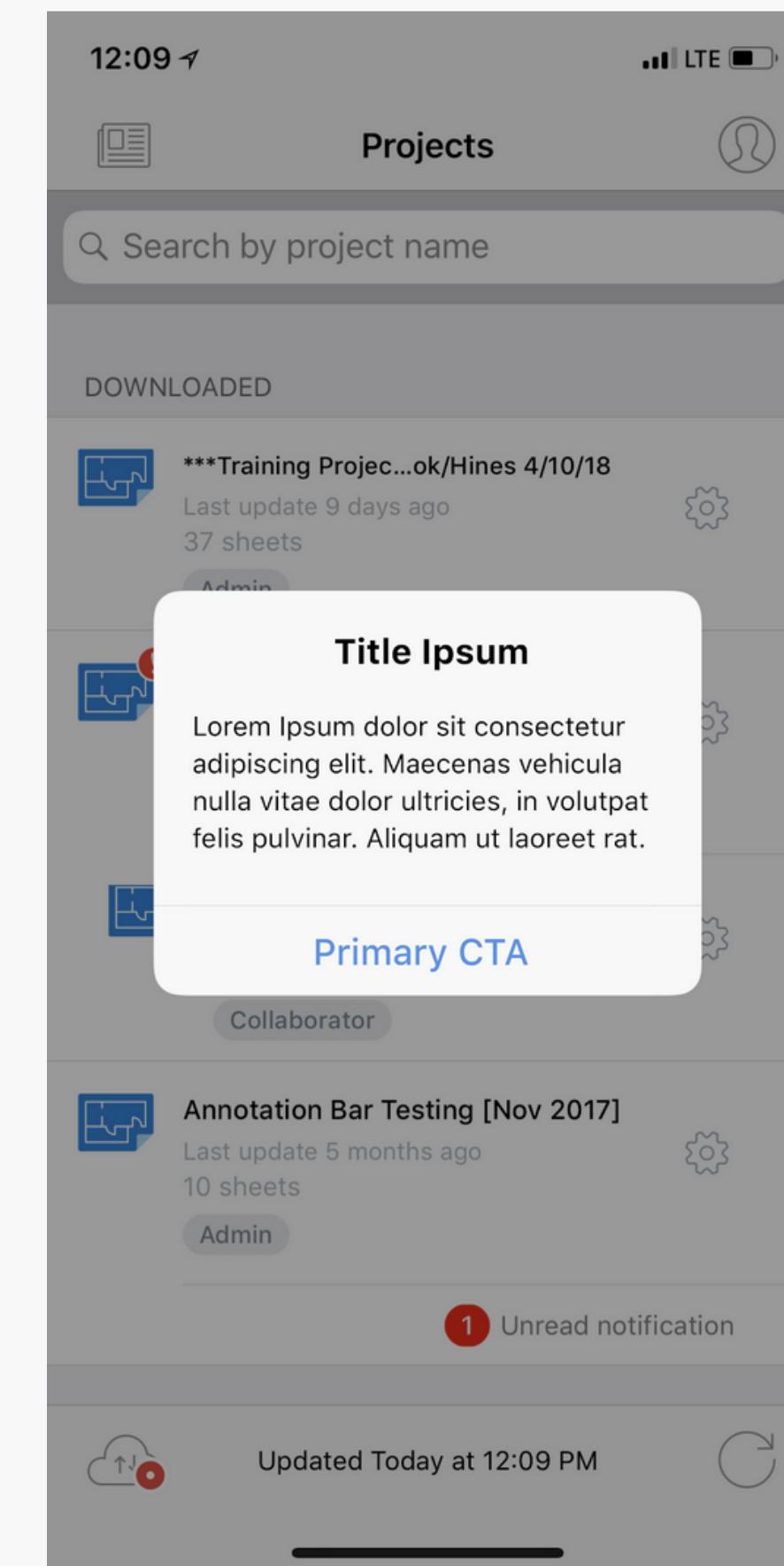
Feedback and data analysis for activities in Elevate and Balance

Simple Language for Good Communication

Attention is a scarce resource.

Users don't read everything on a screen. Instead, they focus on finding the information they need to get something done.

UX writing helps users succeed by giving them accessible information quickly, and simple language makes that possible.



Sync failure
Server encountered an error, and project status may not be up-to-date. Failed items need to be resolved individually before continuing.
[OK](#)

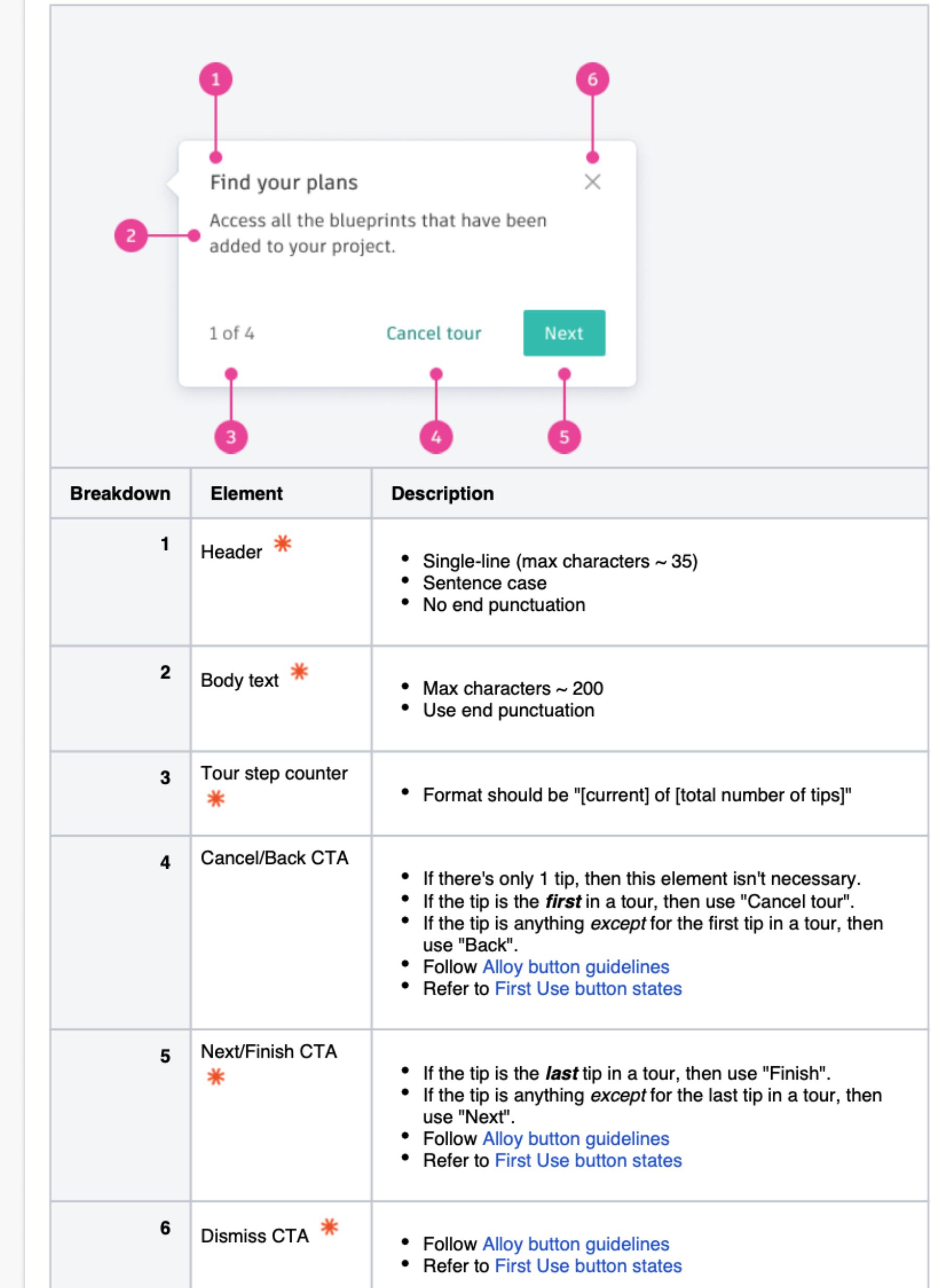
Changes could not be saved
A syncing error occurred. To avoid losing project updates, manually resolve failed items.
[Resolve syncing failures](#)

changing an error into actionable messaging for the PlanGrid mobile app

Guidelines and Standards

Long-term content success depends on clear, sensible guidelines and standards. But they're only useful to a team if people use them.

I create style guides, voice and tone guidelines, glossaries, and design systems with an eye toward usability and the growth of products over time.



The wireframe shows a tour step card with the following elements:

- Header:** "Find your plans" (callout 1)
- Body text:** "Access all the blueprints that have been added to your project." (callout 2)
- Tour step counter:** "1 of 4" (callout 3)
- Cancel/Back CTA:** "Cancel tour" (callout 4)
- Next/Finish CTA:** "Next" (callout 5)
- Dismiss CTA:** "X" (callout 6)

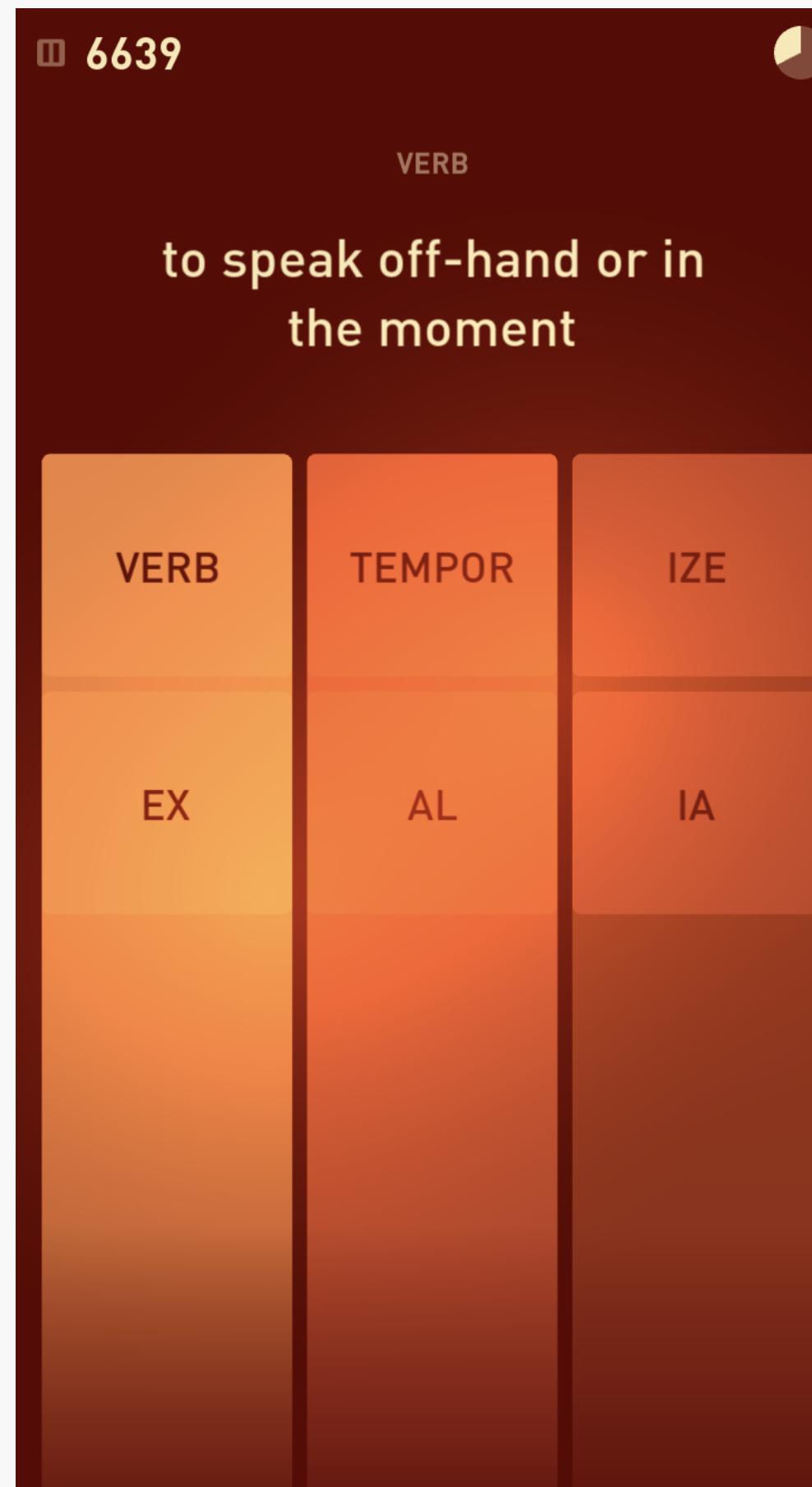
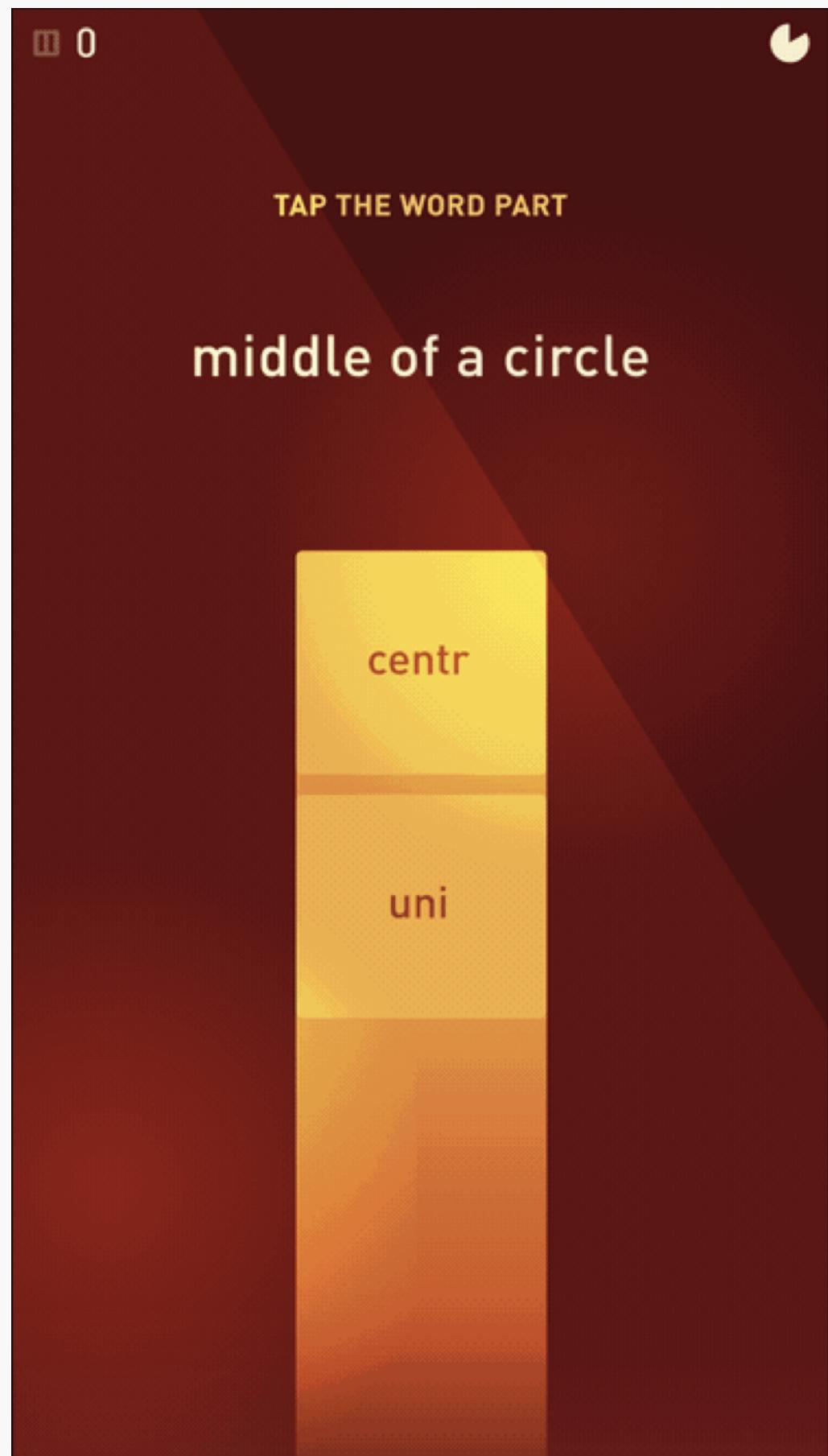
Breakdown	Element	Description
1	Header *	<ul style="list-style-type: none">Single-line (max characters ~ 35)Sentence caseNo end punctuation
2	Body text *	<ul style="list-style-type: none">Max characters ~ 200Use end punctuation
3	Tour step counter *	<ul style="list-style-type: none">Format should be "[current] of [total number of tips]"
4	Cancel/Back CTA	<ul style="list-style-type: none">If there's only 1 tip, then this element isn't necessary.If the tip is the <i>first</i> in a tour, then use "Cancel tour".If the tip is anything <i>except</i> for the first tip in a tour, then use "Back".Follow Alloy button guidelinesRefer to First Use button states
5	Next/Finish CTA *	<ul style="list-style-type: none">If the tip is the <i>last</i> tip in a tour, then use "Finish".If the tip is anything <i>except</i> for the last tip in a tour, then use "Next".Follow Alloy button guidelinesRefer to First Use button states
6	Dismiss CTA *	<ul style="list-style-type: none">Follow Alloy button guidelinesRefer to First Use button states

content guidance for onboarding to Autodesk Build

1

Word Parts

Elevate App



Team

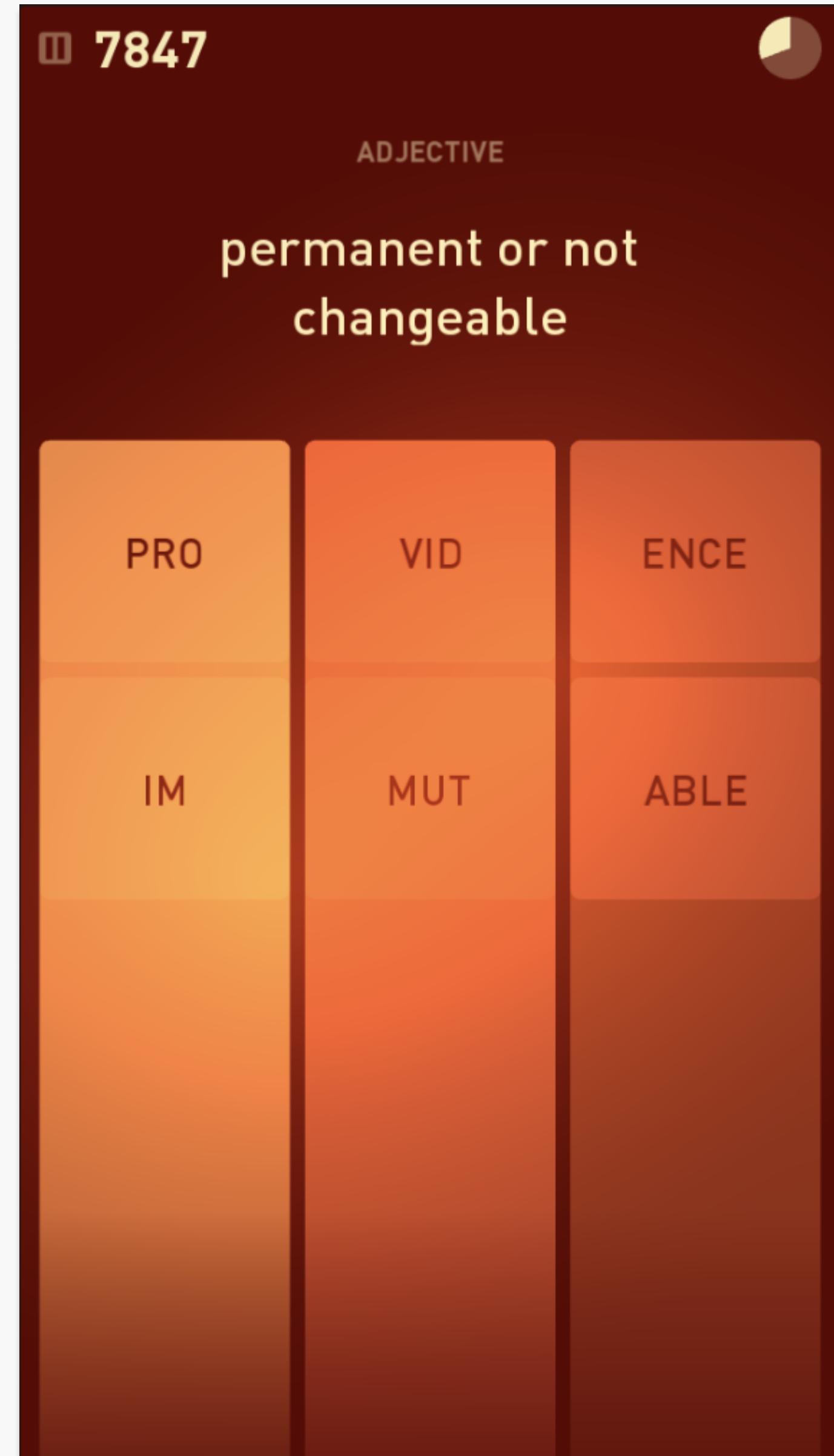
Peter Zogas - Content Designer
Ben Tobias - Visual Designer
Jay Austria - Game Developer

Word Parts

Word Parts is one of Elevate's engaging mobile games that teaches users new vocabulary words using prefixes, roots, and suffixes.

The game presents users with a definition and part of speech, along with options for the different word parts that make up the correct answer.

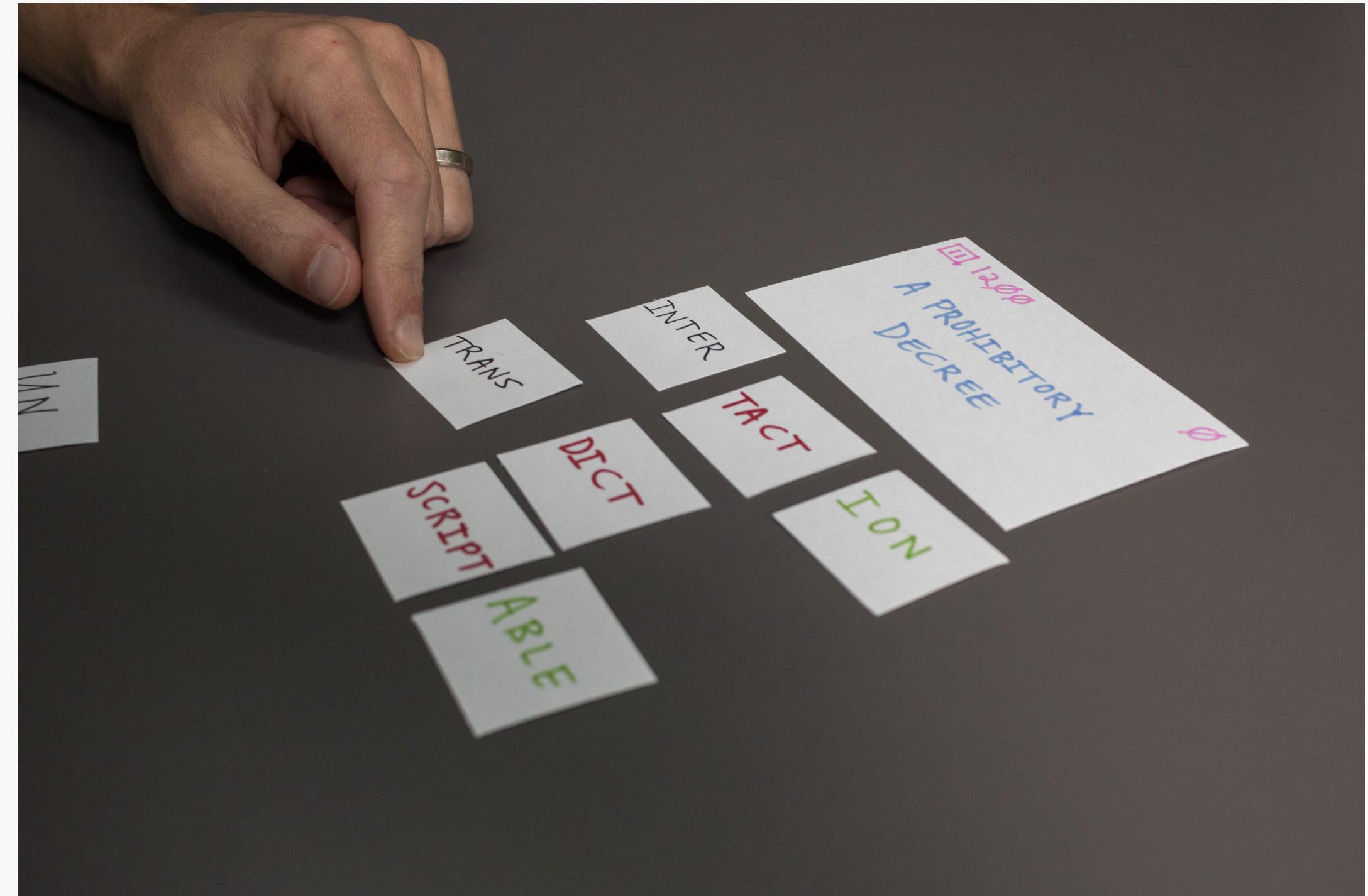
Users tap the correct word parts to submit their answer.



How to Build a Game

To create the game, I started by identifying a teachable skill and brainstorming game mechanics with the designer and developer. I wrote test content and playtested the game with coworkers.

Once we had validated the game mechanics, we aligned on specs for content that would work within the game parameters and visual style.



How to Build a Game

Once gameplay mechanics and specs were in place, I focused on scaling content to support thousands of users who would play the game many times.

I created style guides, workflows, and spec sheets, and review guidelines so that other team members and contractors could build more content over time.

Review Procedure

We'll do a 3-stage review process and divide tasks over the first two stages. 1st Review should be done by someone who didn't write the item. We can all do 2nd Review on our own items. Peter will do 3rd Review on Mike and Anna's items, and Mike and Anna can split 3rd Review on Peter's.

1st Review:

Check each root grouping in tab 1.

1. Are there other possible words we could use?
2. Should any of the words be cut because they're too specialized or won't work for another reason?
3. Is the definition clear and concise?
4. Does the definition explicitly use the meanings of the word parts?

If anything needs work, tag the item **Revise**. If everything looks good, move it on to **2nd Review**

2nd Review:

More of a technical pass that includes tab 2.

1. Do all word parts from tab 1 appear in tab 2 and do the definitions match?
2. Do the tags in part 1 correspond to the word's prefixes and roots *only*?
3. Is the item's difficulty right?

3rd Review:

Final check on all of the above.

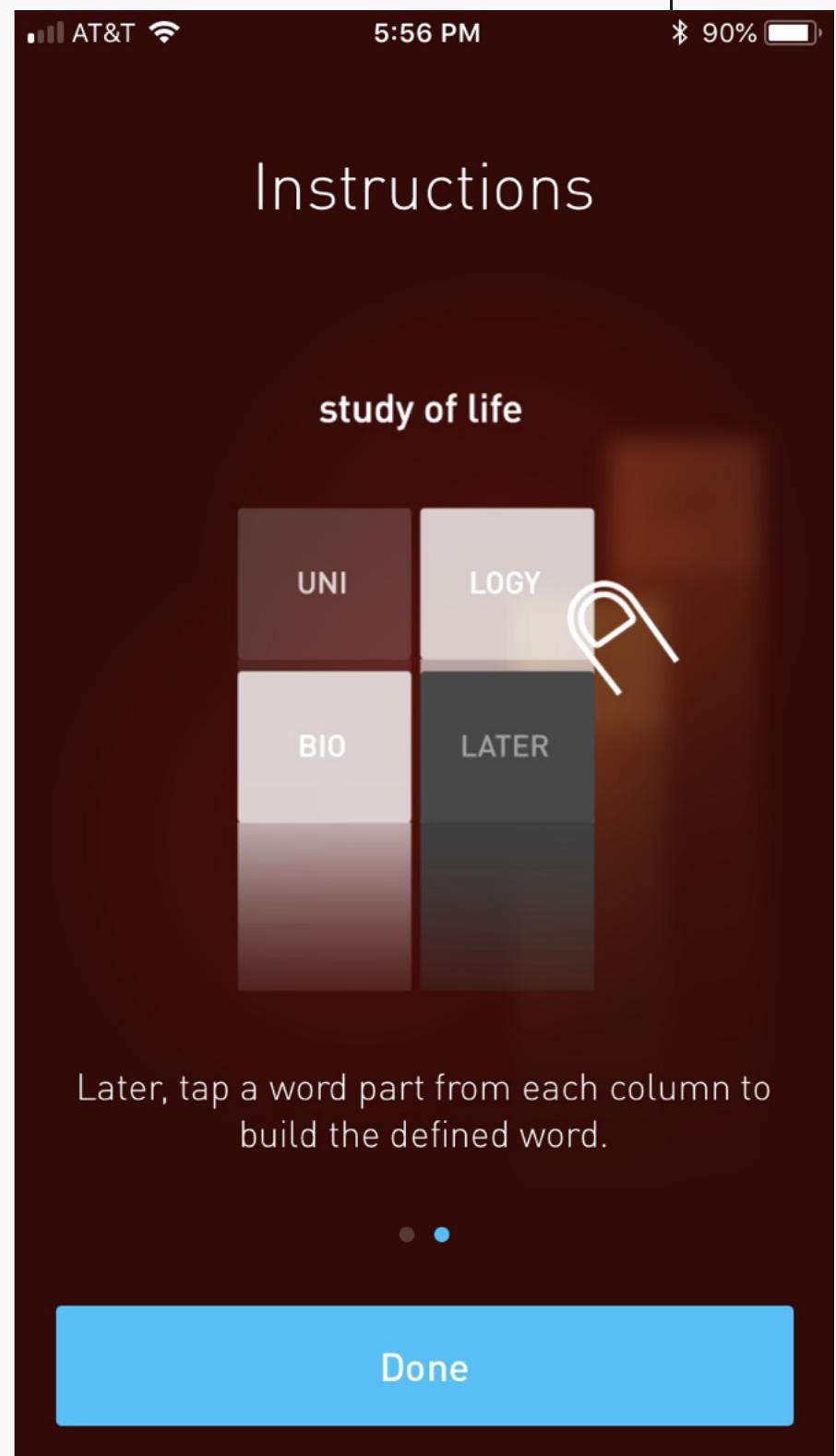
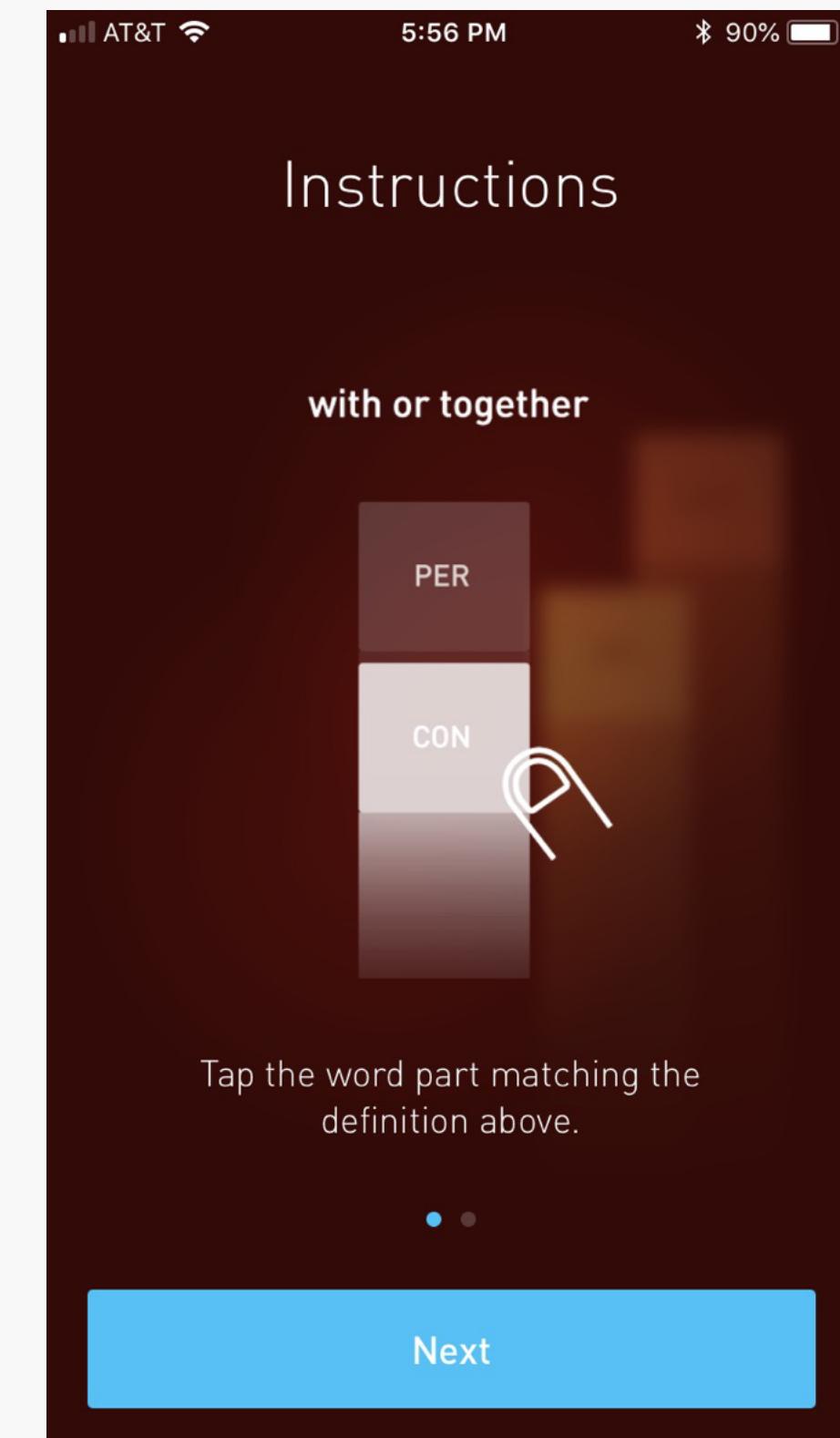
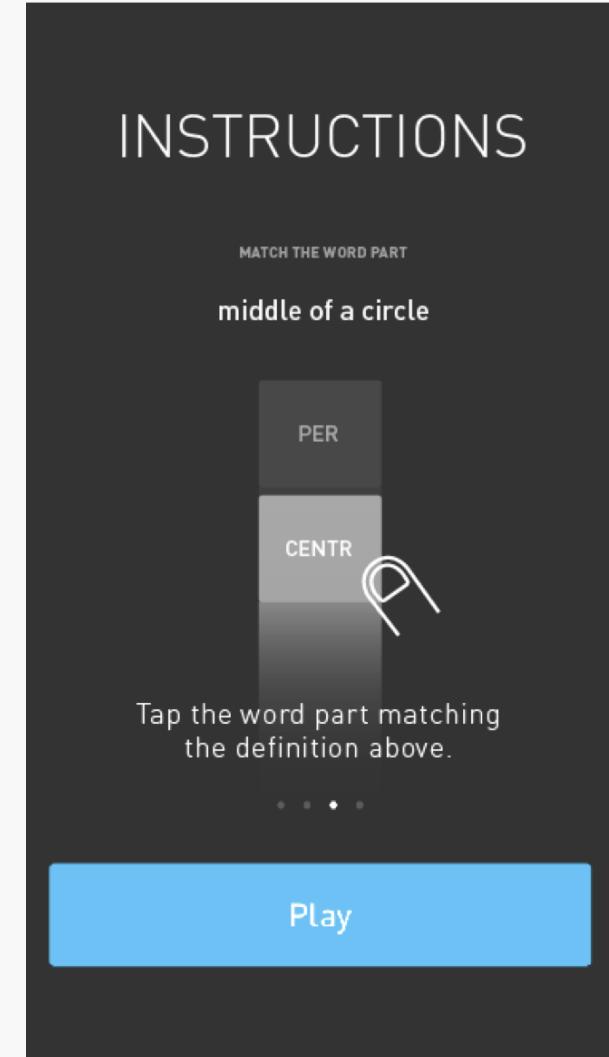
identifier	pos	filter_part_count	word	word_definition	*chars	part_1_def	part_2_def
ROOTS-0014	adjective	2	acerbic	sharp or forthright	19	sharp or sour	characterized by
ROOTS-0015	word part	1	aci		0	sharp or sour	
ROOTS-0016	noun	2	acrimony	feelings of anger or bitterness	31	sharp or sour	in the manner of

unique_def	word_part	*chars	type	definition	*chars
aero_def	aero	4	comb_form	relating to aircraft	20
ambul_def	ambul	5	comb_form	walk	4
andro_def	andro	5	comb_form	male	4
archy_def	archy	5	comb_form	government by	13
caco_def	caco	4	comb_form	bad	3
calc_def	calc	4	comb_form	calcium	7
carto_def	carto	5	comb_form	map	3
chrom_def	chrom	5	comb_form	color	5
col_def	col	3	comb_form	with or together	16
cosm_def	cosm	4	comb_form	world or universe	17
cosmo_def	cosmo	5	comb_form	world or universe	17

Teaching Users

To ensure that users would learn effectively, I needed to build instructions and educational material to support the game content.

This involved iterating on UX writing with the visual designer and ensuring that incorrect answers included definitions for a user to read.



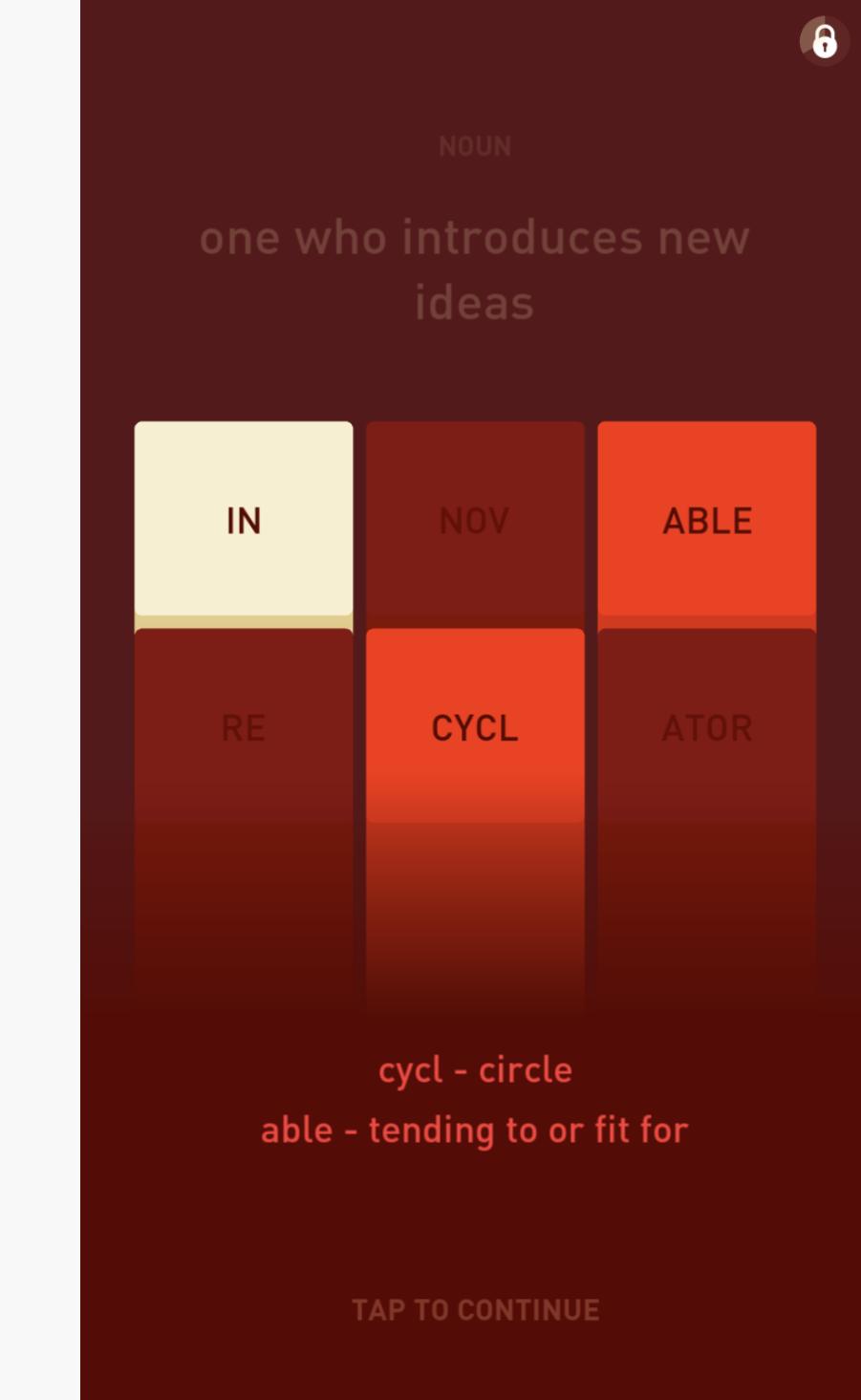
Outcomes

Word Parts is one of Elevate's flagship reading games and was immediately successful upon launch.

The game quickly grew to include 1,500 pieces of individual content using the scaling approach I created.

Soon after launch, it grew to roughly 625,000 plays each month by Elevate users.

The game is rated helpful by 96% of players.



Concept Presentations Concept Identifier	Concept Presentations User Input	Concept Presentations Incorrect Count
58 ROOTS-0042	numer	708
59 ROOTS-0364	mutate	704
60 ROOTS-0859	unilaterally	703
61 ROOTS-0226	acr	702
62 ROOTS-0983	jur	700
63 ROOTS-0028	liber	698
64 ROOTS-0313	symmetric	696
65 ROOTS-0134	grat	690
66 ROOTS-0020	acerb	690
67 ROOTS-0203	pot	688
68 ROOTS-0123	polycentral	688
69 ROOTS-0794	rect	676
70 ROOTS-0137	spir	676
71 ROOTS-0944	asspect	675
72 ROOTS-0473	chrom	674
73 ROOTS-0681	volut	670
74 ROOTS-0474	chron	669
75 ROOTS-0451	signal	665
76 ROOTS-0551	derm	659

3

Permissions Revamp for Issues

Autodesk Build



Team

Peter Zogas - Content Designer
Jake Beyer - Product Manager
San Kim - Product Designer
Fabian Haut - Lead Engineer

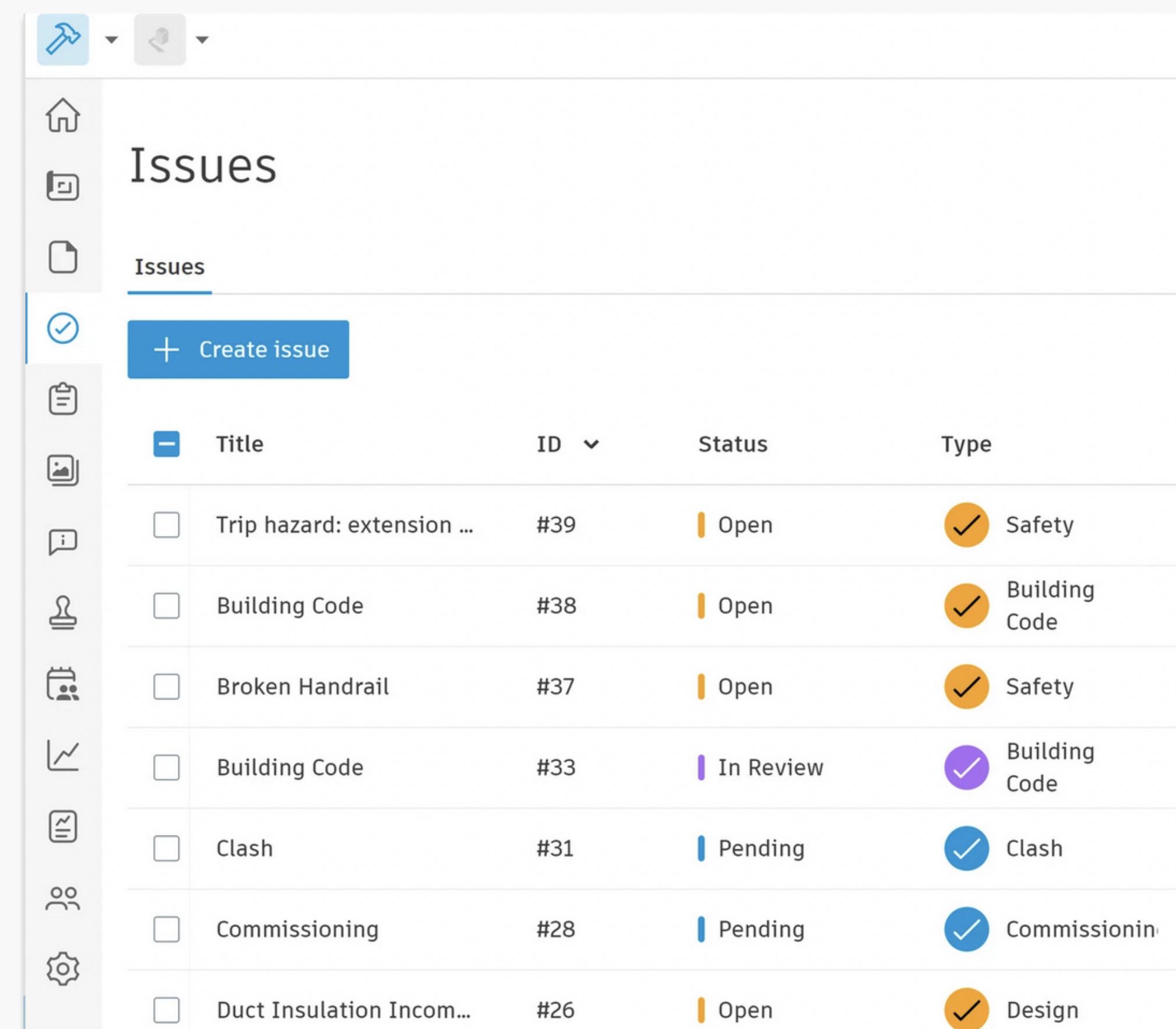
The Issues Tool

The Issues tool a digital punch list for construction workers on a job site to quickly identify, tag, and detail information about problems during the building process.

Administrative users are able to review those problems, assign solutions and priority, and follow up on them in real time. It is a cornerstone workflow in the Autodesk Construction Cloud.

Goal

Update Issues permissions settings to better support administrative users, who required more granular permission levels.



Title	ID	Status	Type
Trip hazard: extension ...	#39	Open	Safety
Building Code	#38	Open	Building Code
Broken Handrail	#37	Open	Safety
Building Code	#33	In Review	Building Code
Clash	#31	Pending	Clash
Commissioning	#28	Pending	Commissioning
Duct Insulation Incom...	#26	Open	Design

Prior State

The Issues tool was first built with 4 permission tiers:

- View
- Create
- Edit
- Manage

Add New Member to Issues

Add New Members

Hongli Wen X Plangrid X Project Engineer X

Permission Level

Select a permission level

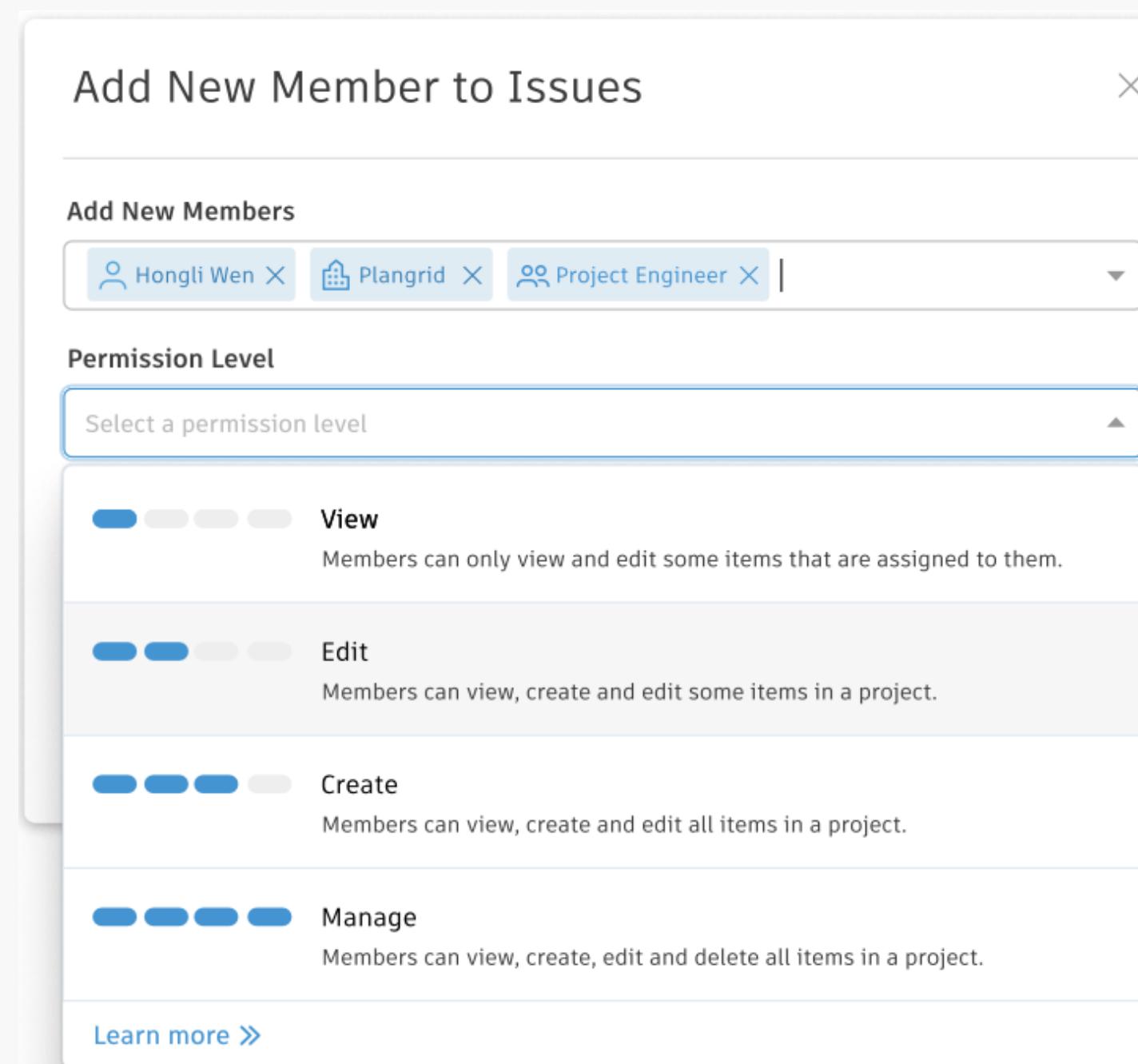
View
Members can only view and edit some items that are assigned to them.

Edit
Members can view, create and edit some items in a project.

Create
Members can view, create and edit all items in a project.

Manage
Members can view, create, edit and delete all items in a project.

Learn more >



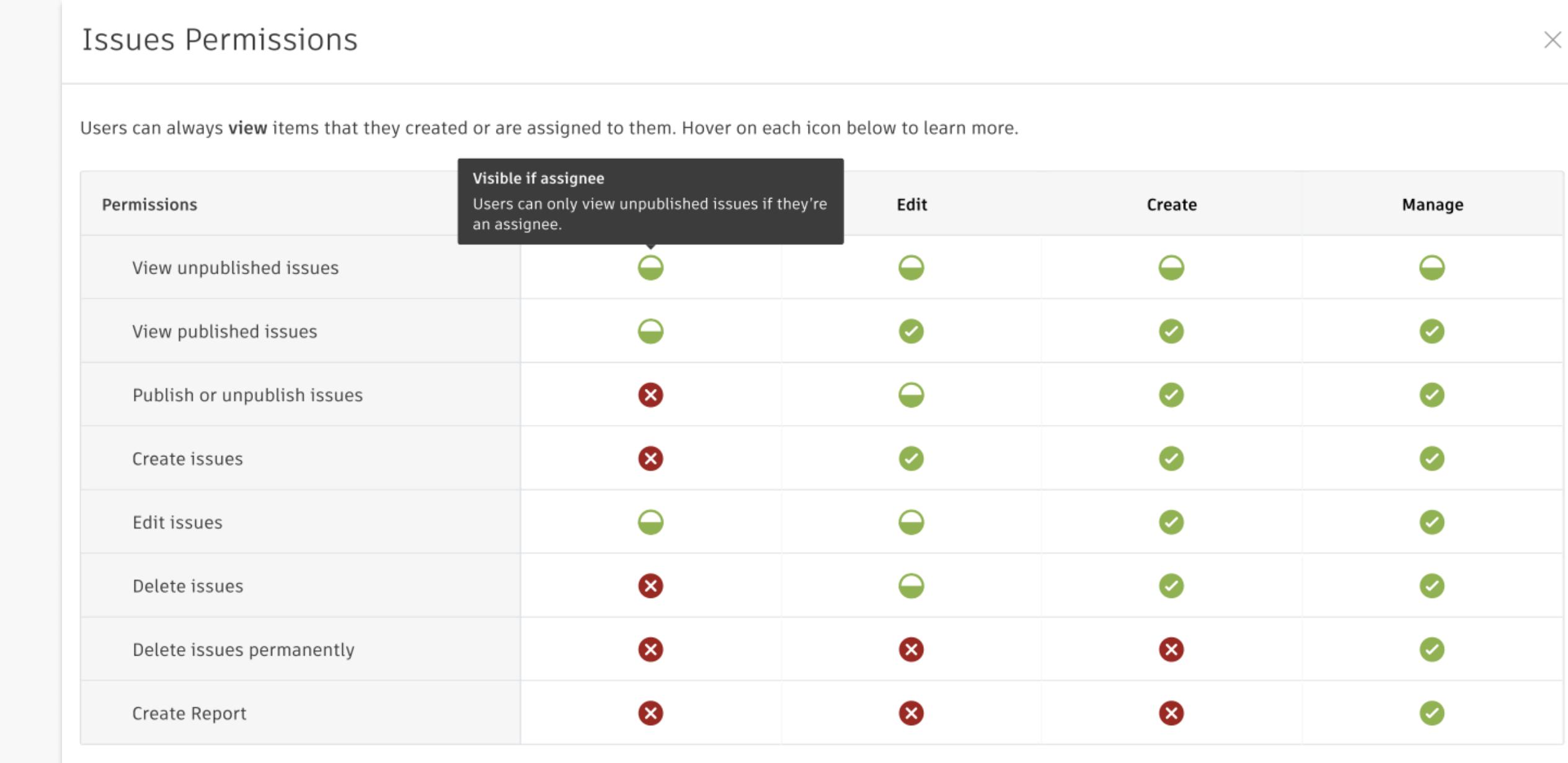
Permissions could be assigned to a user in 3 ways:

- Individually
- According to their role in a project
- According to their company

Issues Permissions

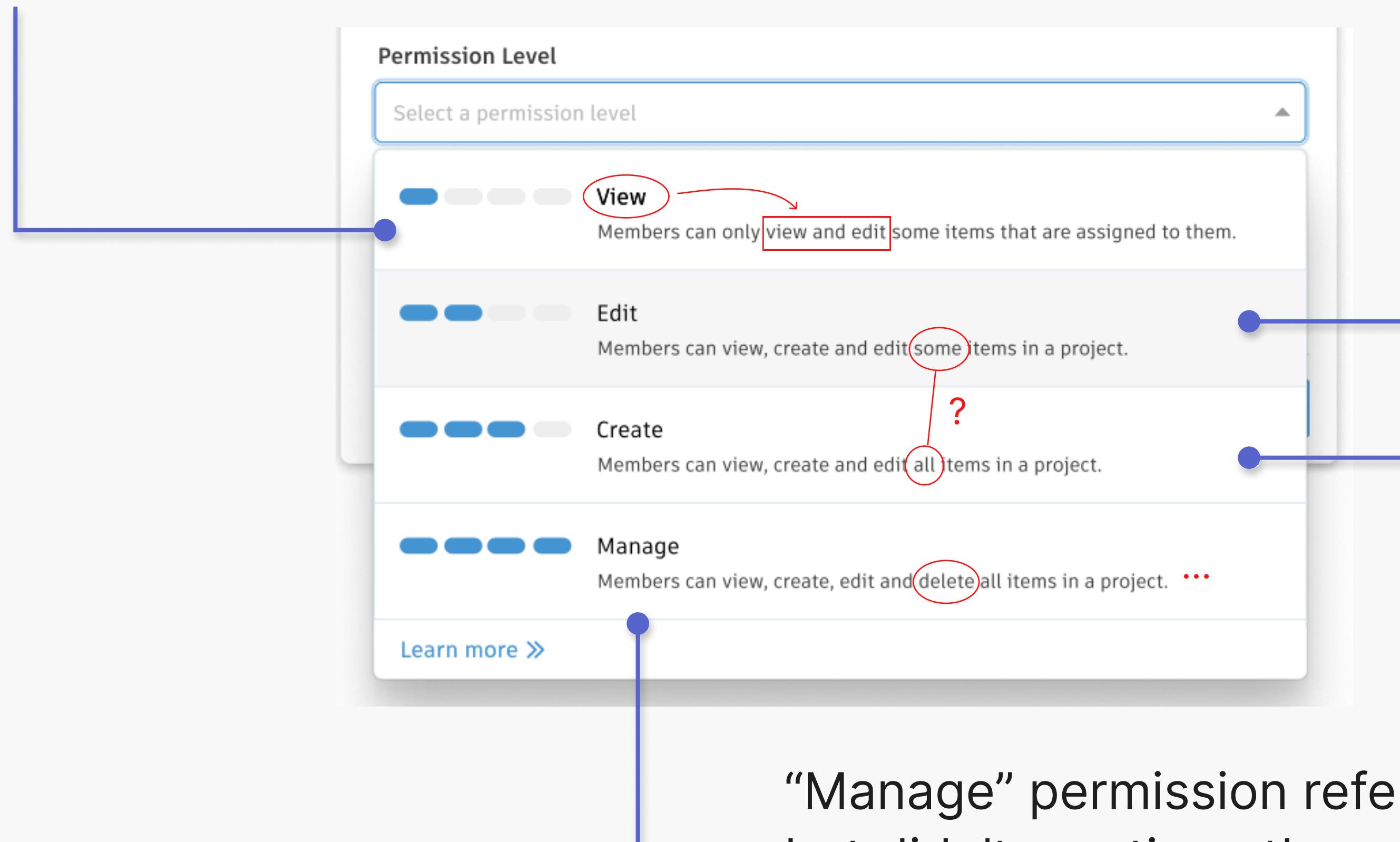
Users can always view items that they created or are assigned to them. Hover on each icon below to learn more.

Permissions	Visible if assignee Users can only view unpublished issues if they're an assignee.	Edit	Create	Manage
View unpublished issues	●	●	●	●
View published issues	●	✓	✓	✓
Publish or unpublish issues	✗	●	✓	✓
Create issues	✗	✓	✓	✓
Edit issues	●	●	✓	✓
Delete issues	✗	●	✓	✓
Delete issues permanently	✗	✗	✗	✓
Create Report	✗	✗	✗	✓



Prior State - Initial Problems

Permission names didn't accurately reflect permission details.



The differences between “Edit” and “Create” permissions were unclear.

“Manage” permission referenced delete action, but didn’t mention other significant details.

Research Findings

Interviews

Our team conducted interview sessions with customers and subject matter experts, focusing on permission needs for administrative users.

Primary Finding

Administrators were most focused on restricting user actions based on what company they belonged to, rather than what role they held in a project.

Content Takeaways

- Users would rather have more information visible about permissions in the UI, even if it meant more text on the screen.
- We were not always relaying what users found to be the most relevant information about certain permission levels.
- The term “override permission” we were using for a new platform requirement was unclear to users.

Content Process

Our team restructured permissions to provide more granular control around companies, rather than by user or role.

I identified all opportunities for content improvements and drafted updated copy, taking into account our new permission structure. The product designer and I coordinated to incorporate the updated copy into designs and test it with customers and subject matter experts.

There will be three permission layers in GG:

1. **Project level permissions** - users can only be added to a project as an admin or a member.
 - a. **Member** - if a user is given member access then by default they will be given the lowest (level 1) permission listed below. If a higher permission level is desired for the specific member, an admin must go into each module to change the permissions for that user.
 - b. **Admin** - if a user is given admin access they will have admin access all modules.
2. **Issues module permissions**:
 - a. **Level 1 - 'Create for my company'**
 - i. **As a creator:**
 - Can edit fields (change status to Closed)
 - Can delete
 - Can only assign re/assign to their company or members in their company
 - Can comment
 - ii. **As an assignee:**
 - Can't change status to Closed
 - Can't leave issue unassigned if assignee
 - Can't edit description
 - Can comment (release date TBD)
 - Can add references
 - Can only assign re/assign to their company or members in their company
 - Can comment
 - a. **Level 2 - 'Create for other companies'**
 - i. Users will be able to view all published issues, create, publish or delete their own issues only if a creator
 - ii. **As a creator:**
 - Can edit fields (change status to Closed)
 - Can delete

High level requirements:

1. View, create, edit, delete, export permissions must be recognized in the unified log for all issues.
2. The should be parity between issues visibility and editing on a sheet and in the issues log.
3. A user can only publish issues that they can see. Unpublished issues are only visible to the creator and the assignee.

Issue module CREED permissions											
Permission	View unpublished	View published	Create issue	Publish /Unpublish	Edit	Comment	Reassign	Delete	Create report	Bulk edit	Bulk import
Level 1 (Create for my company)	Only if assignee or creator.	Only if assignee or creator.	<input checked="" type="checkbox"/>	Only their own issues	As assignee Limited: <input checked="" type="checkbox"/> Status: all except 'Close' <input checked="" type="checkbox"/> Add references (cannot remove references due to technical constraints) As creator: Can edit all fields	Only if assignee or creator.	As creator or assignee, user can only reassign to another user within their company. User cannot leave unassigned.	Only their own	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Solutions

I updated copy to surface more relevant details about permissions. A user can dig deeper to find additional details or restrictions.

Explanation of Issues permission tiers					
	Create for my company	Create for other companies	Manage issues	Manage member permissions	X
View unpublished issues	Only as a creator or assignee ▾	Only as a creator or assignee ▾	Only as a creator or assignee ▾	Only as a creator or assignee ▾	Only as a creator or assignee ▾
View published issues	Only as a creator or assignee ▾	Only as a creator or assignee ▾	Only as a creator or assignee ▾	Only as a creator or assignee ▾	Only as a creator or assignee ▾
Publish or unpublish issues	Only as creator ▾	Only as creator ▾	Only as creator ▾	Only as creator ▾	Only as creator ▾
Create issues	✓	✓	✓	✓	✓
Edit issues	Assignee can edit some fields ▾	Assignee can edit some fields ▾	Assignee can edit some fields ▾	Assignee can edit some fields ▾	Assignee can edit some fields ▾
Assign issues	Only assign to self or own company ▾	Only as a creator or assignee ▾			
Delete issues	Only as creator ▾	Only as creator ▾	Only as creator ▾	Only as creator ▾	Only as creator ▾
Create reports	✓	✓	✓	✓	✓
Manage member permissions	✗	✗	✗	✗	✓

Solutions

We focused on in-context explanations of permission tiers for administrators. I crafted messaging for smaller UI elements while providing ways for a user to dig deeper to learn more.

To account for the new concept of inherited permissions, we provided tooltips to explain to an administrator why a user's permission might be higher than the administrator assigned.

In testing with users, we found that the term “actual permission” communicated this idea most effectively.

The screenshot shows a user management interface with a table of users and their permissions. A tooltip is displayed over a 'Manage' button in the 'Permissions' column for a user named 'Dong Yang'. The tooltip content is as follows:

Actual permission is **Manage**
This user has an inherited permission level as an **Architect** that applies to their access to issues in this project. [Show me](#)

The table columns are: Name, Email, Type, and Permissions. The Permissions column contains four blue progress bars. The 'Manage user permissions' bar is fully blue. The 'Create for other Companies' bar is partially blue. The 'Manage Issues' bar is partially blue. The 'Manage Issues' bar for the current user is fully blue and highlighted with a light blue border. The 'Create for my company' and 'Create for other companies' descriptions are visible below their respective bars. The 'Manage issues' description is visible below its bar. A 'Learn more >' link is at the bottom of the tooltip.

Name	Email	Type	Permissions
Admin	-	Role	<div><div style="width: 100%;">Manage user permissions</div></div>
Architects	-	Role	<div><div style="width: 50%;">Create for other Companies</div></div>
Autodesk	-	Company	<div><div style="width: 100%;">Manage Issues</div></div>
Dong Yang	dong.yang@autodesk.com	User	<div><div style="width: 100%; background-color: #0070C0;">Manage Issues</div></div>
Engineer	-		<div><div style="width: 10%;">Create for my company</div></div>
Jason Jiang	jason.jiang@autodesk.com		<div><div style="width: 100%;">Members can create and assign issues to their company or those in their company. Assignees can add references and edit status, but not close.</div></div>
Lucas Tang	lucas.tang@autodesk.com		<div><div style="width: 100%;">Create for other companies</div></div>
Project Manager	-		<div><div style="width: 100%;">Manage Issues</div></div>
Roy Yong	roy.yong@autodesk.com		<div><div style="width: 100%;">Members can create, view, and edit any field of any issue.</div></div>
Ruicong Yuan	ruicong.yuan@autodesk.com		
Safety Manager	-	Role	

Outcomes

The project's goal was to update Issues permissions to support large customers as they migrated to Autodesk Build.

The project was successful: it met the needs of our customers and played a critical role in encouraging many large accounts to commit to migrating.

The Issues tool has the most complex permissions structure in the Autodesk Construction Cloud, and our strategy of presenting information in varying levels of detail became a model for other teams.

Issue Permission Levels

Here is a quick summary of how the four permission levels can be used:

- **Create for my company:** Ideal for subcontractors. Members with this permission can create, delete, or close issues for their own company. However, when assigned an issue created by another company, they can't edit or close the issue, but can add references and comments and edit custom fields. These members can assign issues to members in their own company in the project.
- **Create for other companies:** Ideal for architects and owners. Members with this permission can create, delete, or close issues for their own company. However, when assigned an issue created by another company, they can't edit or close the issue, but they can add references and comments and edit custom fields. These members can assign issues to any other members in the project.
- **Manage issues:** Ideal for members in your company who will have access to edit any field in any issue.
- **Manage member permissions:** Ideal for administrators who will have access to edit any field in any issue and assign permissions to members.

The following is a detailed outline of each permission level and what specific actions can or can't be performed:

Permission	Create for my company	Create for other companies	Manage issues	Manage member permissions
View unpublished issues	Members can only view unpublished issues if they're an assignee or creator	Members can only view unpublished issues if they're an assignee or creator	Members can only view unpublished issues if they're an assignee or creator	Members can only view unpublished issues if they're an assignee or creator
View published issues	Members can only view published issues if they're an assignee or creator	Yes	Yes	Yes