

Peter Zogas

Content Design and UX Writing

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I've worked with





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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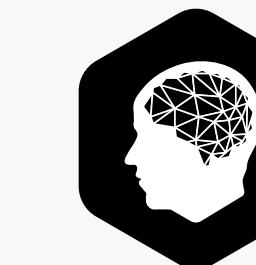
Approach to Content Design and UX Writing

Digital products



Autodesk Construction Cloud

A screenshot of the Autodesk Construction Cloud interface. On the left is a detailed floor plan of a building with various rooms labeled (e.g., Women's Restroom, Men's Restroom, Circulation, Lobby, Foyer, Conference). A specific area on the floor plan is highlighted with a blue box containing the word "DRY". On the right, a modal window displays a punch list entry for "Damaged Drywall". The entry includes fields for 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"), and Due date. There are also "Unpublish" and "Delete" buttons at the top.



Elevate App

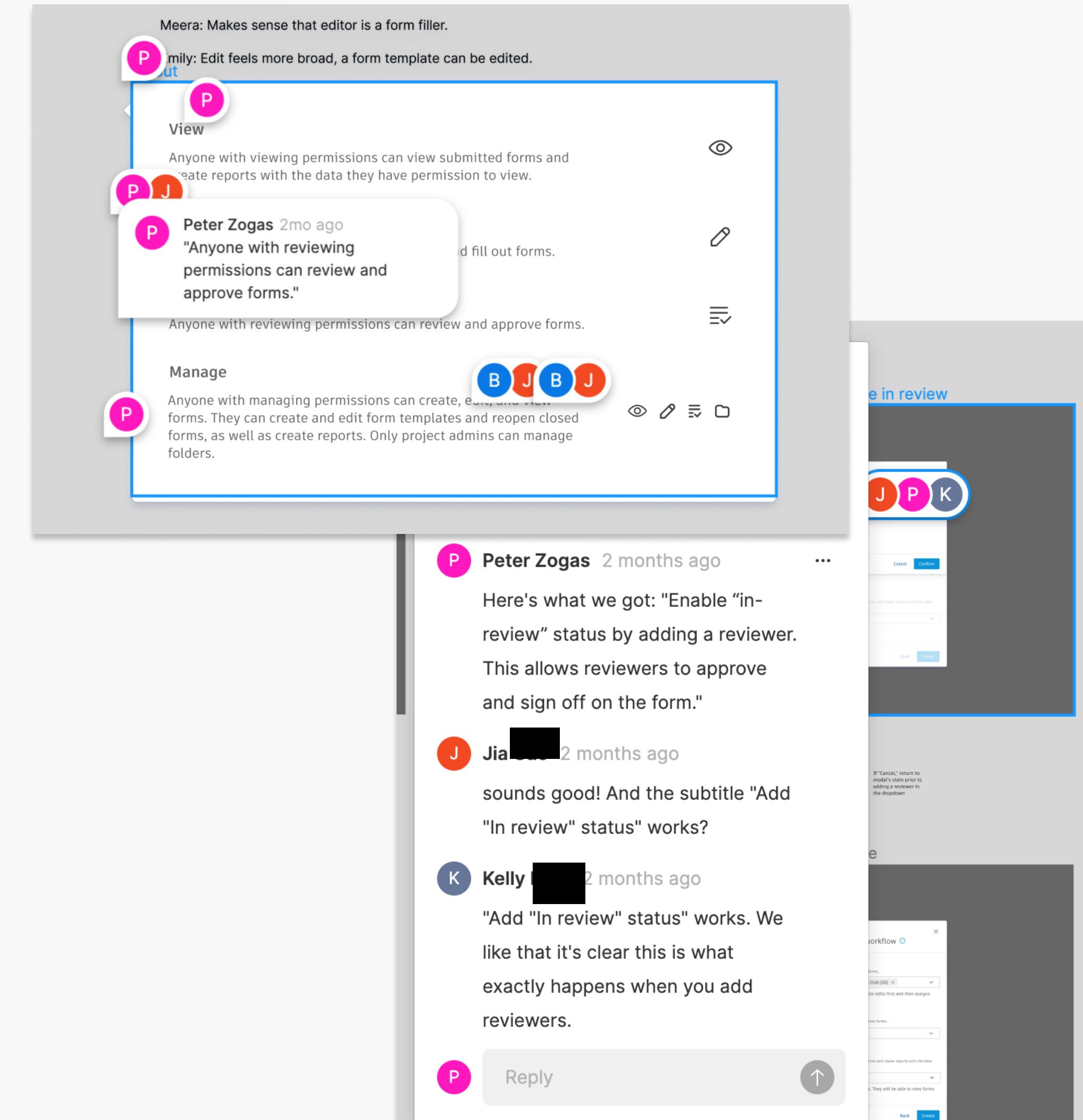
A screenshot of the Elevate App interface. At the top, there are navigation icons and a search bar with the text "LAKE OF LEGENDS IN THE CRATER OF MOUNT MAZAMA". Below the search bar, there are two cards. The first card features a large image of Crater Lake and the text "Born from a violent eruption ago, Crater Lake in Oregon is lake in the United States and deepest in the world. It measures six miles across at its widest reaches a depth of 1,943 feet". The second card has the title "SCAN THE ARTICLE ONE of THREE" and the text "According to legend, who was the spirit of the below world?". At the bottom, there is a "Begin" button and a tip box with the text "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.

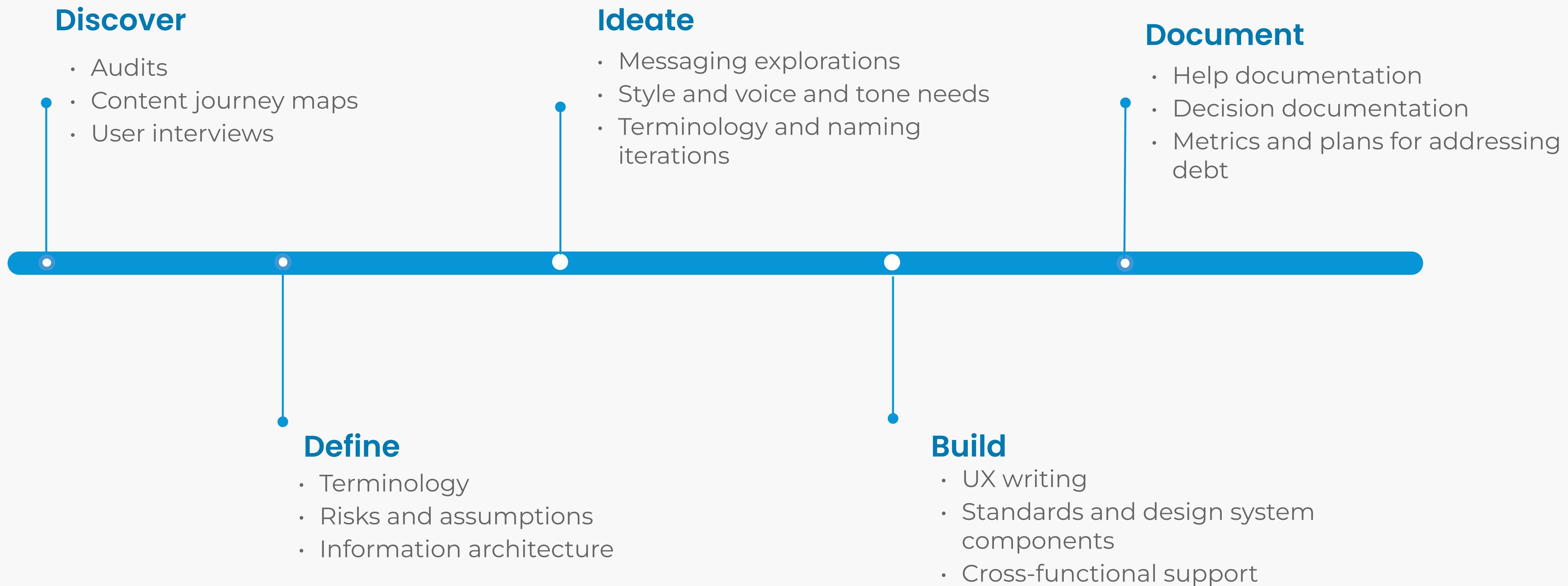
Great content can't be "plugged in" to a design file—it needs to be built alongside a product to best meet user and business needs.

Collaboration between writers and designers throughout the product development process ensures stronger outcomes



Content and the Product Development Process

I build close cross-functional partnerships and 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.

Feedback and data analysis for activities in Elevate and Balance apps

A	B
Question	Answer(s)
How much did you like the info in the lesson?	4.06
How did you feel about the length of the lesson?	Too short: 10.61% About right: 85.47% Too long: 3.91%
	-A female voice -Clarify that sitting should be on a chair with feet on the ground (to match the audio) (lots of these) -Fewer pages; too many to click through -The info could've described what was going to come in the audio a bit better -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 (thinness 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)
What could be improved in the lesson?	
Which did you answer 'yes' to?	Reduce stress: 95.51% Improve sleep: 89.89% Increase focus: 93.26% Improve mood: 90.45% None: 0%
How much have you meditated before?	A lot: 3.37% A little: 68.54% None: 28.09%
How much did you like the stress related stat?	3.65
How much did you like the focus-related stat?	3.81
How helpful were the 3 meditation tips?	3.91
What were the 3 tips?	People generally only got 1 maybe 2 correct
How much did you like the guided meditation?	4.1
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

	▼ DATA	RESULTS	SQL	Calculations	Row Limit 500	Totals
What could be improved in the meditation?	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			
		clamor	3			
		amplified	3			
		blasted	2			
		bellihetent	2			
		irksome	2			
		clangy	2			
	12 RETRIEVE-190					
	13 RETRIEVE-190					
	14 RETRIEVE-190					

Quantitative analysis in Looker

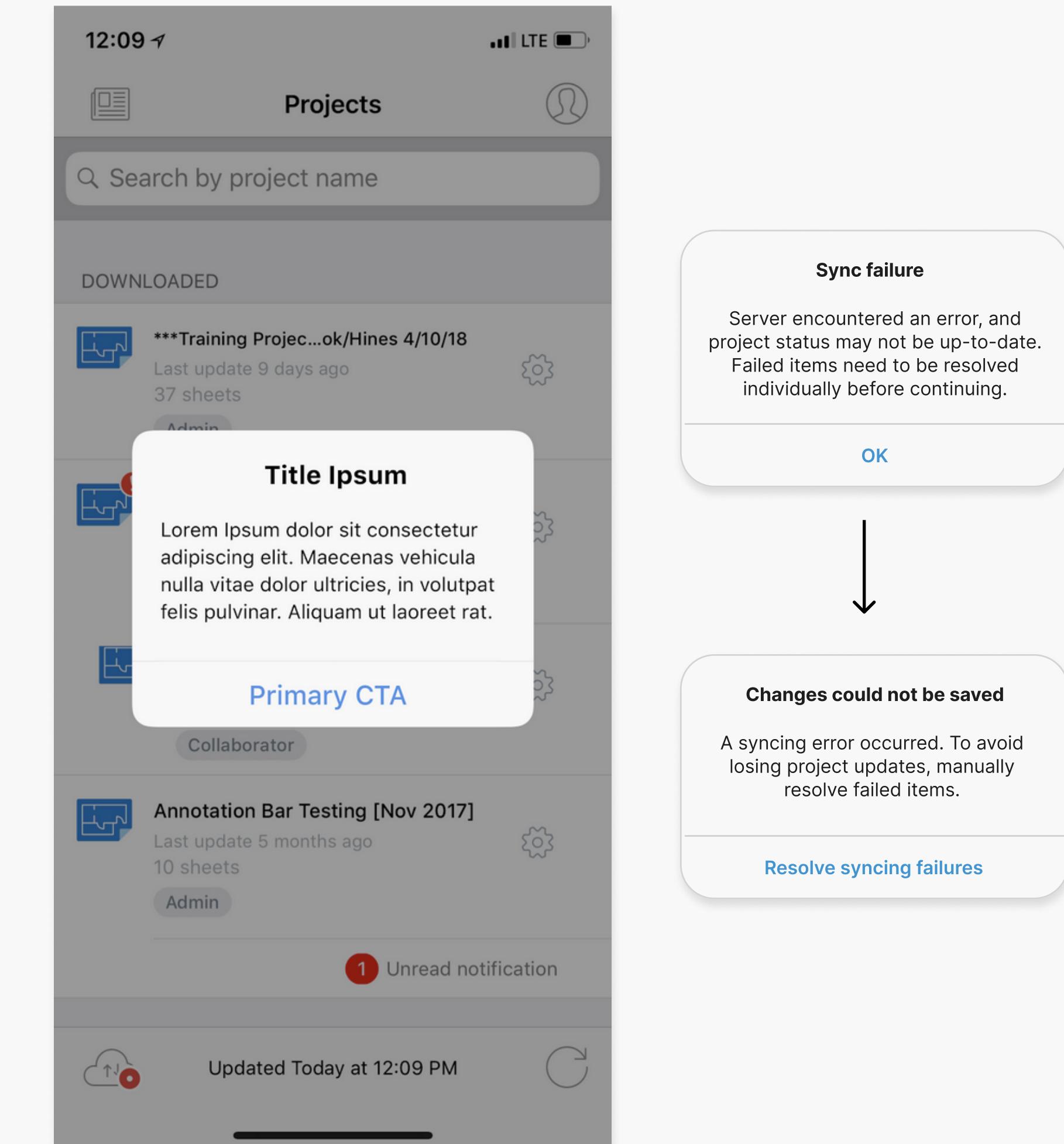
Simple Language for Good Communication

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.

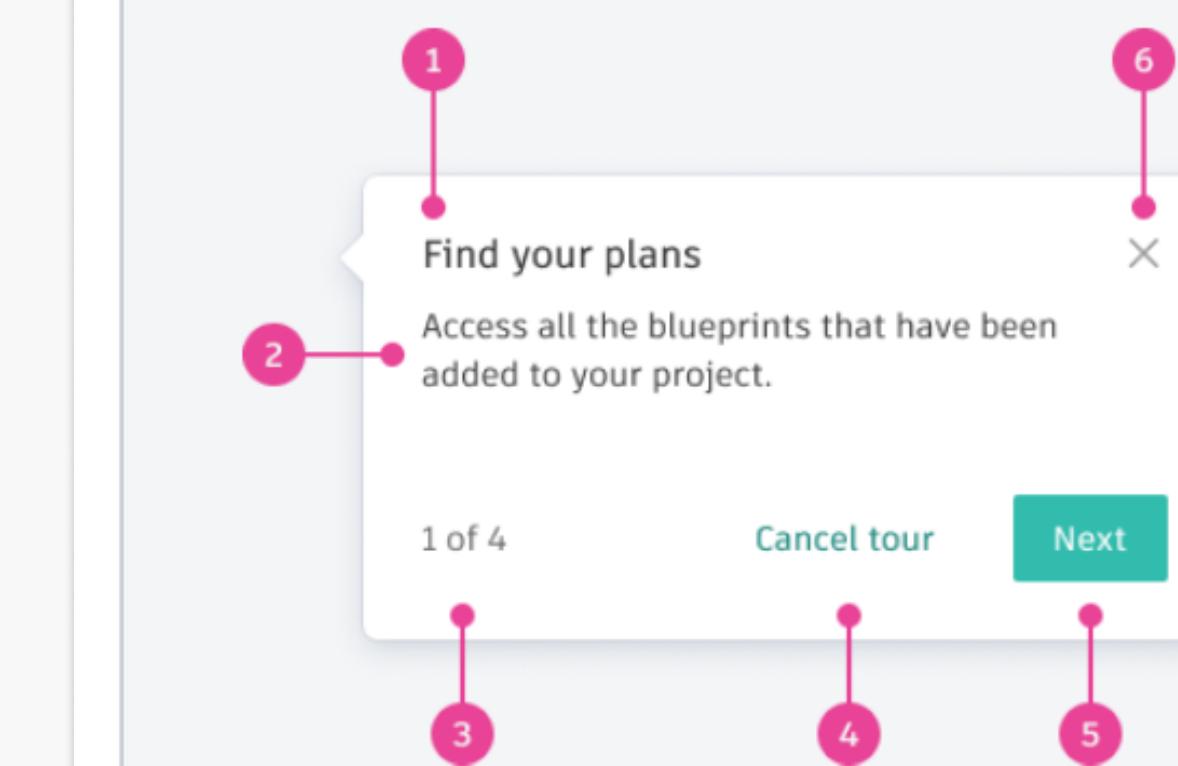
Changing an error into actionable messaging for the PlanGrid mobile app



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.



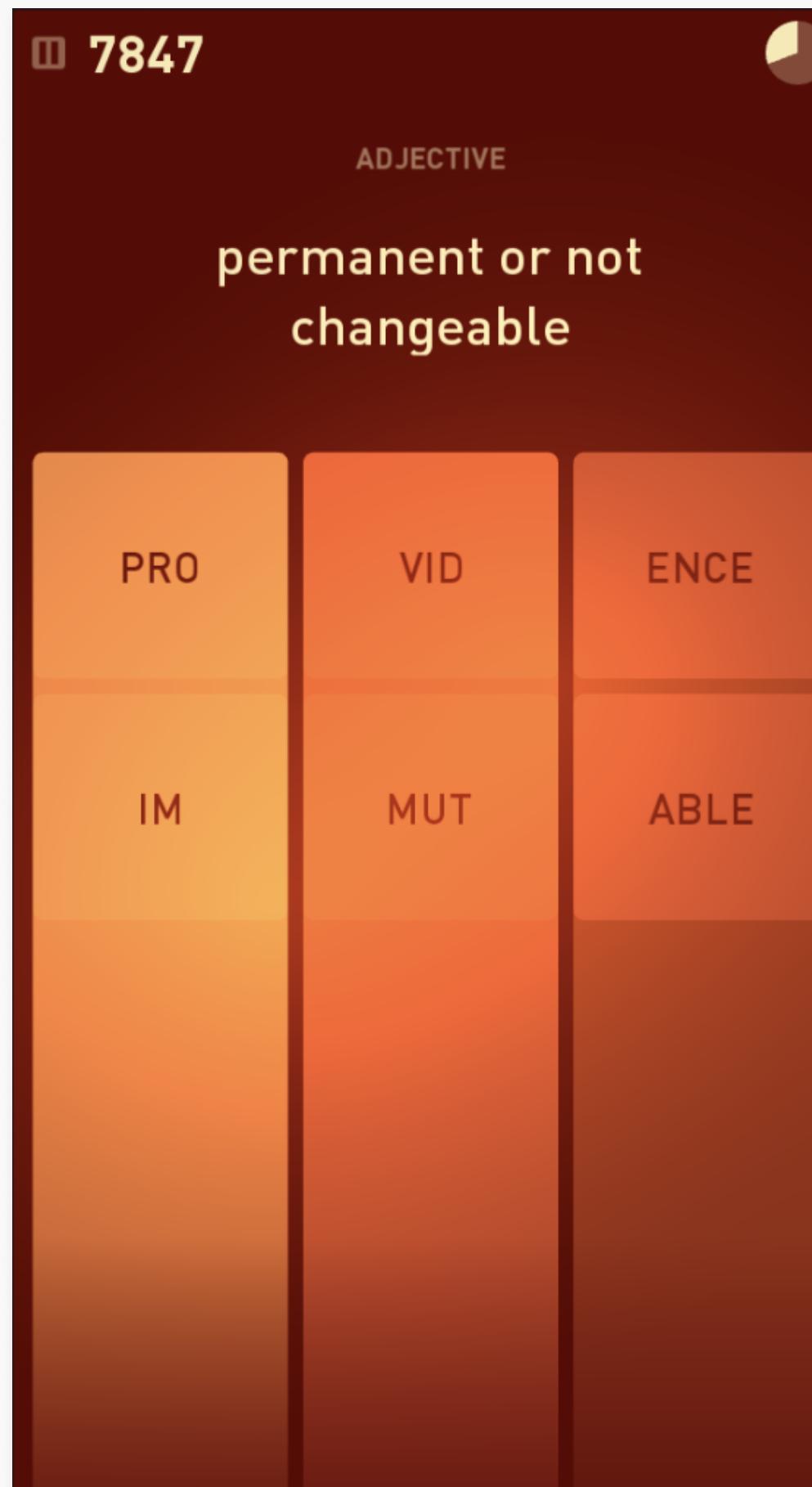
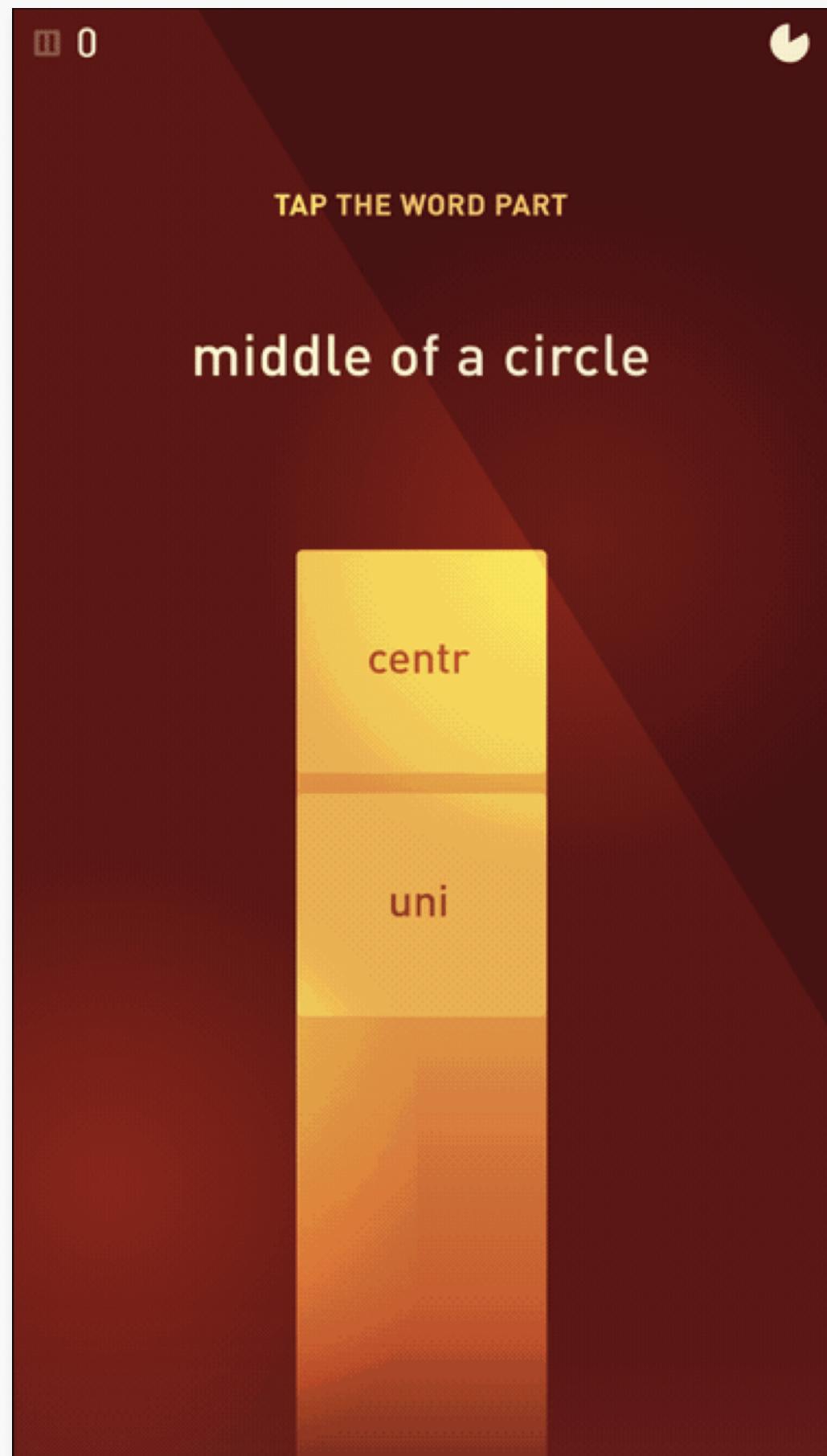
Breakdown	Element	Description
1	Header *	<ul style="list-style-type: none"> • Single-line (max characters ~ 35) • Sentence case • No end punctuation
2	Body text *	<ul style="list-style-type: none"> • Max characters ~ 200 • Use end punctuation
3	Tour step counter *	<ul style="list-style-type: none"> • 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 guidelines • Refer 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 guidelines • Refer to First Use button states
6	Dismiss CTA *	<ul style="list-style-type: none"> • Follow Alloy button guidelines • Refer to First Use button states

* = required

2

Word Parts

Elevate App



Team

Peter Zogas - Content Designer

Ben Tobias - Visual Designer

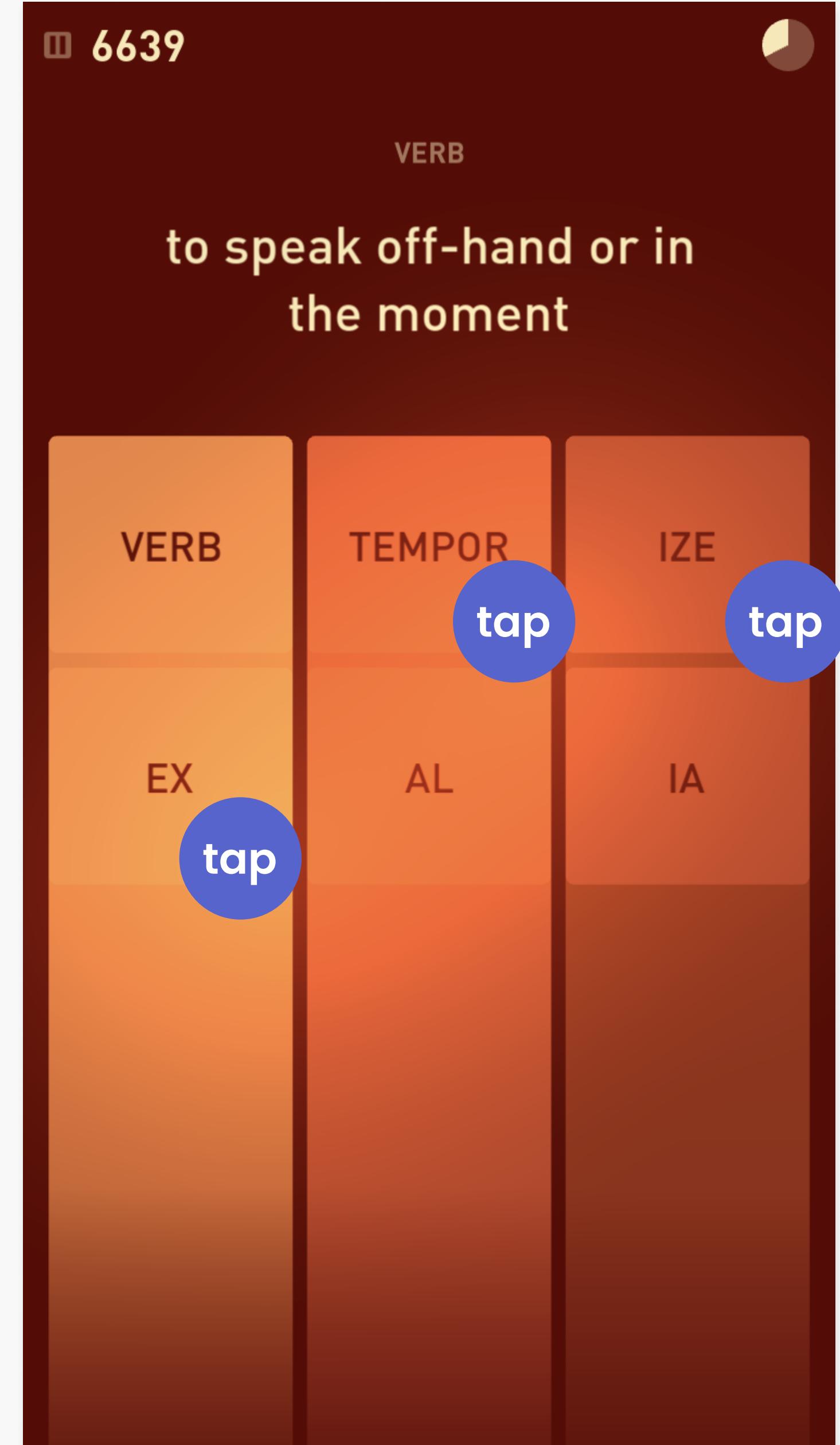
Jay Austria - Game Developer

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.

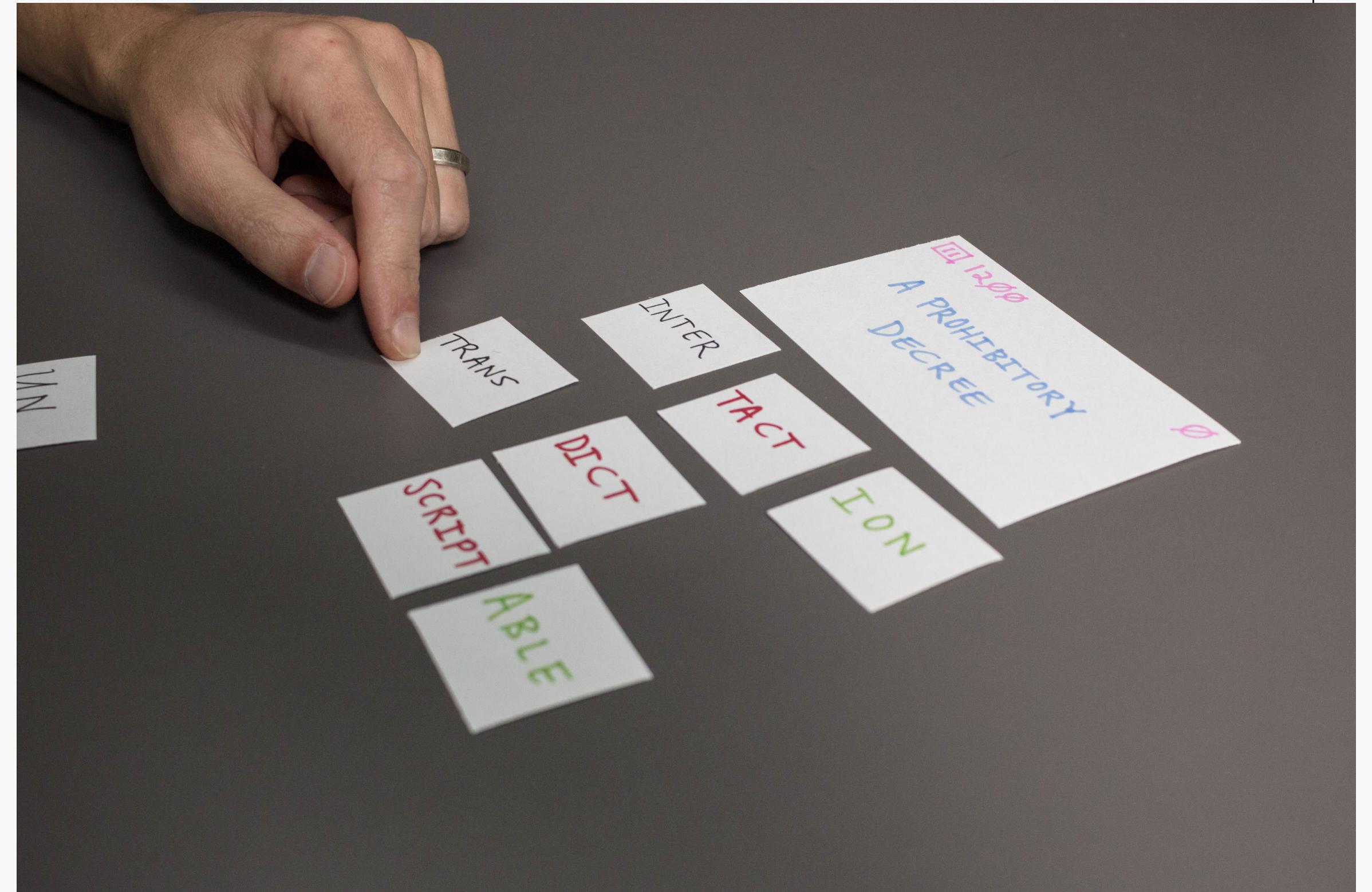
Users tap the correct word parts to submit their answer.



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, 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.

Editorial guidance for the team to scale game content

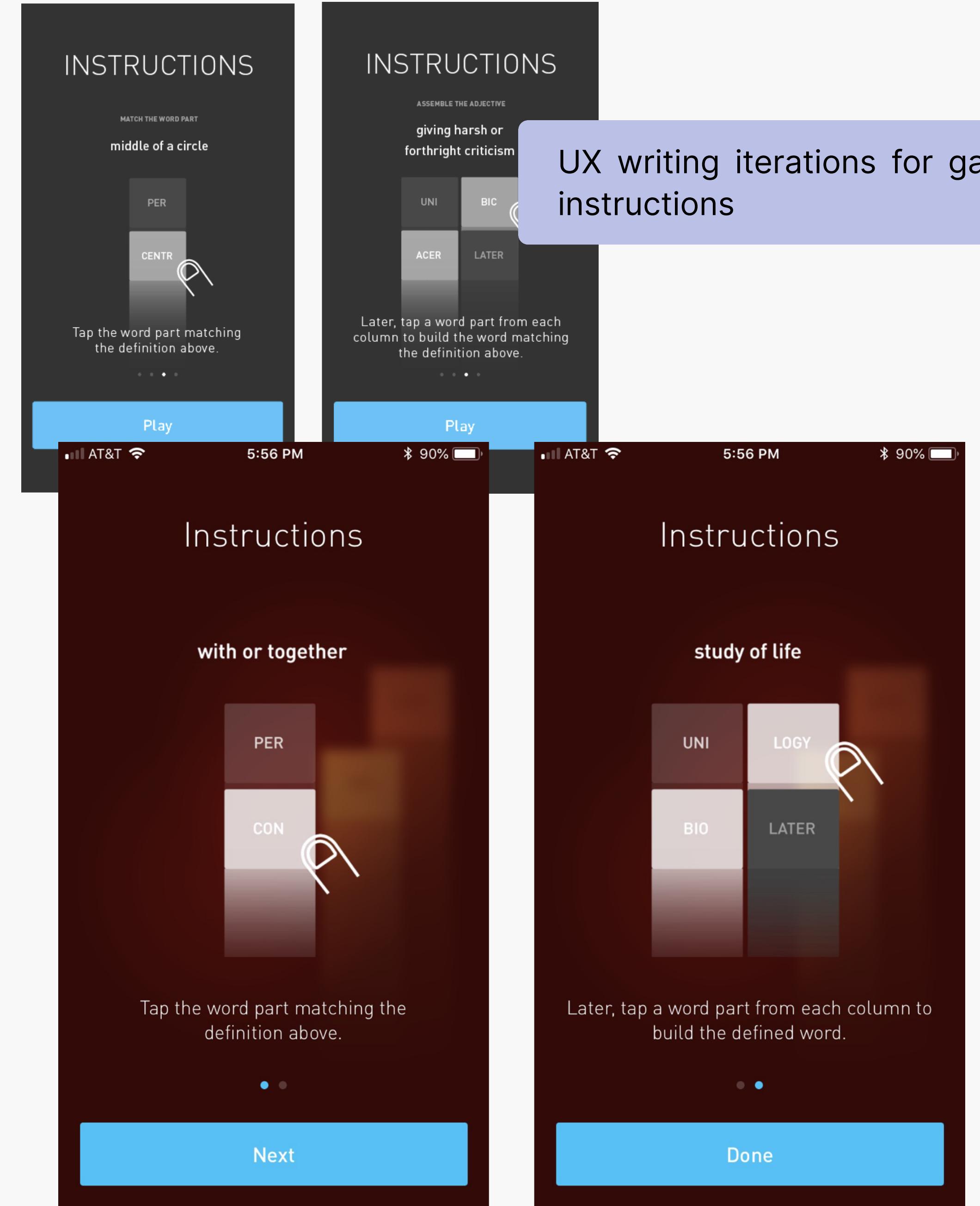
identifier	pos	filter_part_count	word	word_definition	*chars	part_1_def	part_2_def
ROOTS-0014	adjective	2	acerbic	sharp or forthright	19	sharp or sour	characterized by
ROOTS-0015	word part	1	acri		0	sharp or sour	
unique_def	word_part	*chars	type	definition	*chars		
ROOTS-0016	aero_def	4	comb_form	relating to aircraft	20		inner o
	ambul_def	5	comb_form	walk	4		
	andro_def	5	comb_form	male	4		
	archy_def	5	comb_form	government by	13		
	cosm_def	4	comb_form	world or universe	17		
	cosmo_def	5	comb_form	world or universe	17		

Game content formatted to be imported into the Word Parts codebase

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

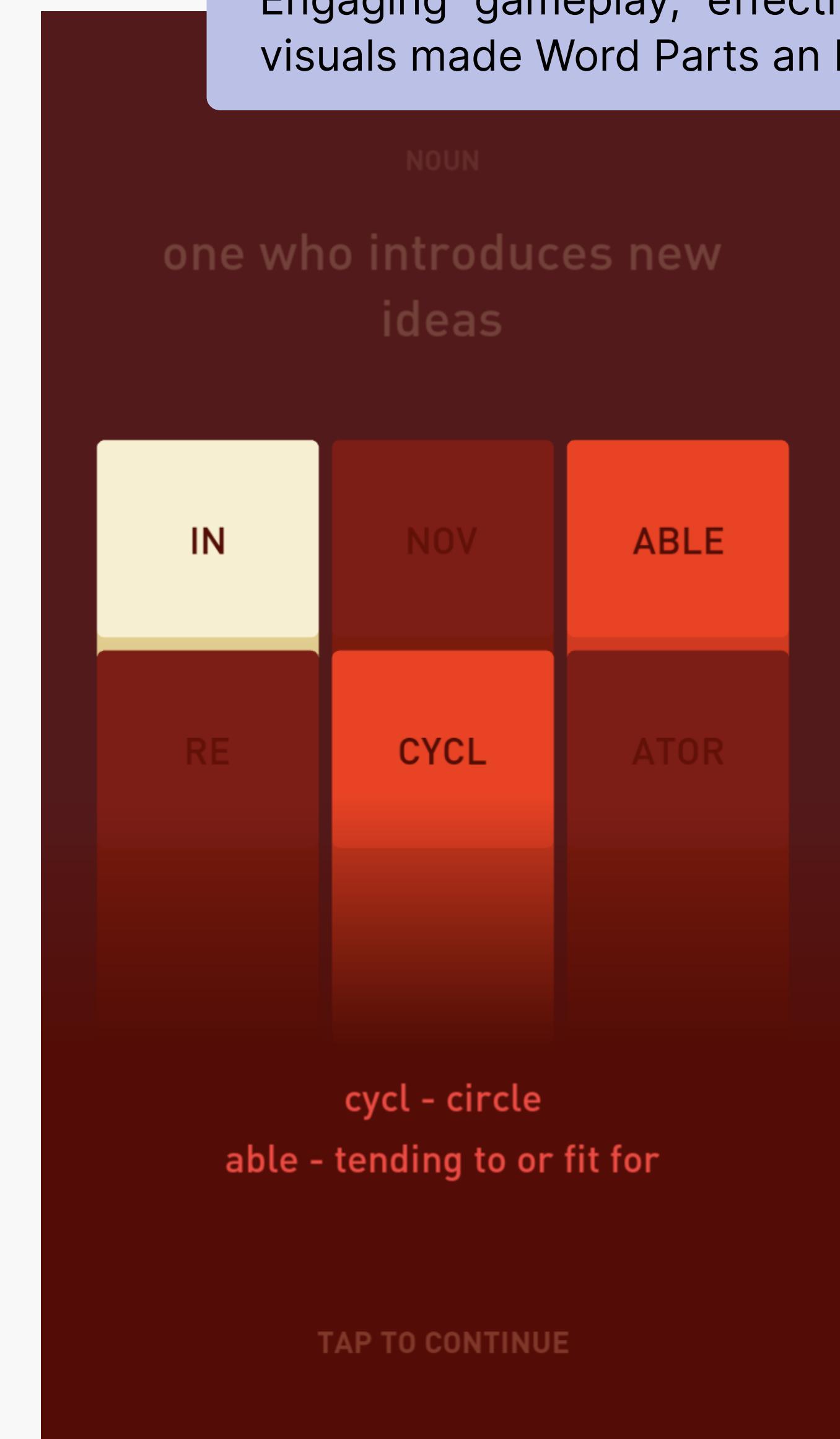
Word Parts is one of Elevate's flagship reading games and was immediately successful upon launch.

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.

Engaging gameplay, effective content, and clean visuals made Word Parts an Elevate fan favorite



3

Permissions Revamp for Issues

Autodesk Construction Cloud



Team

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

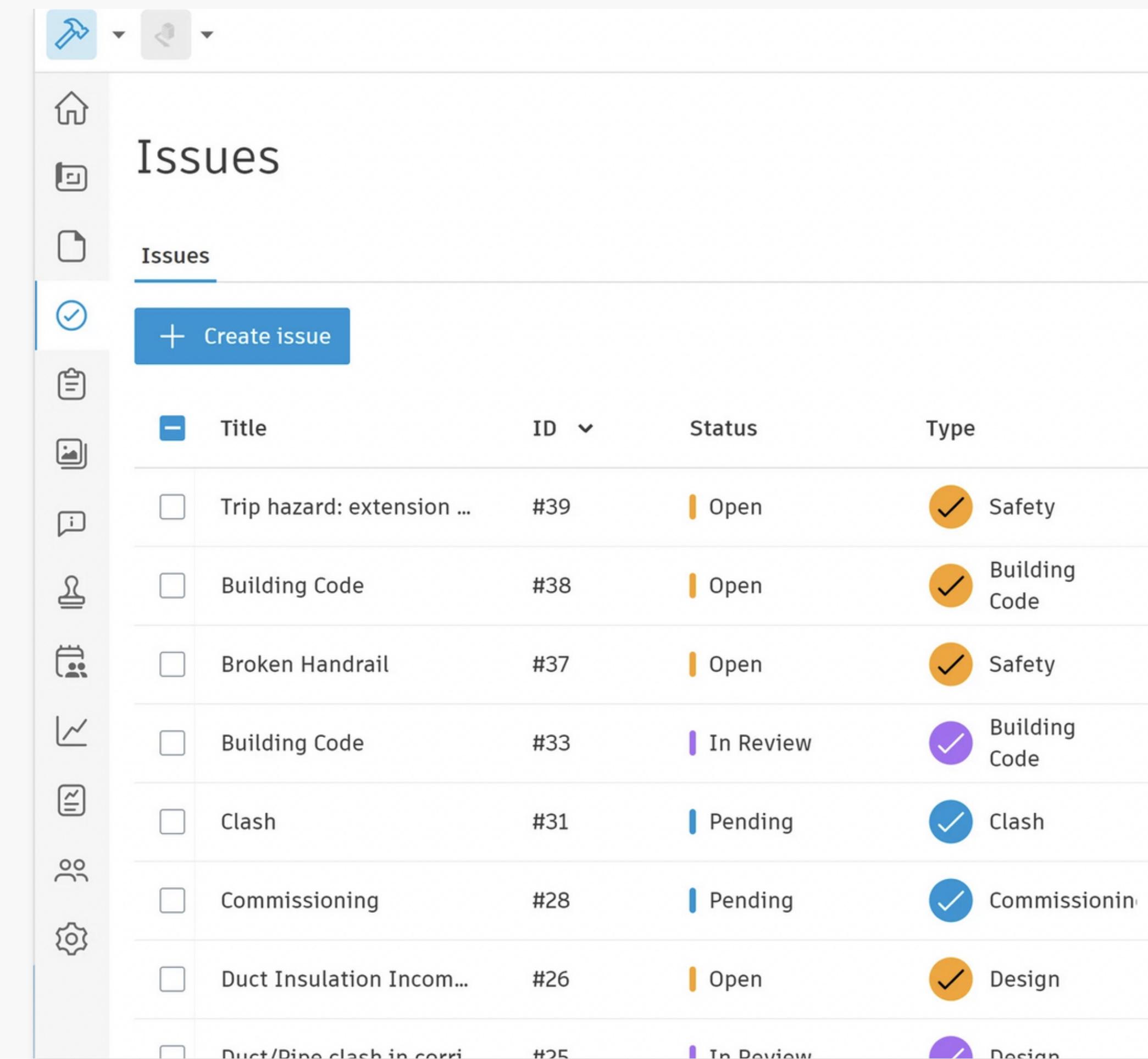
The Issues Tool

The Issues tool is a digital punch list for construction workers 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 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
Duct/Plenum clash in corri...	#25	In Review	Design

Prior State

The Issues tool had 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 »

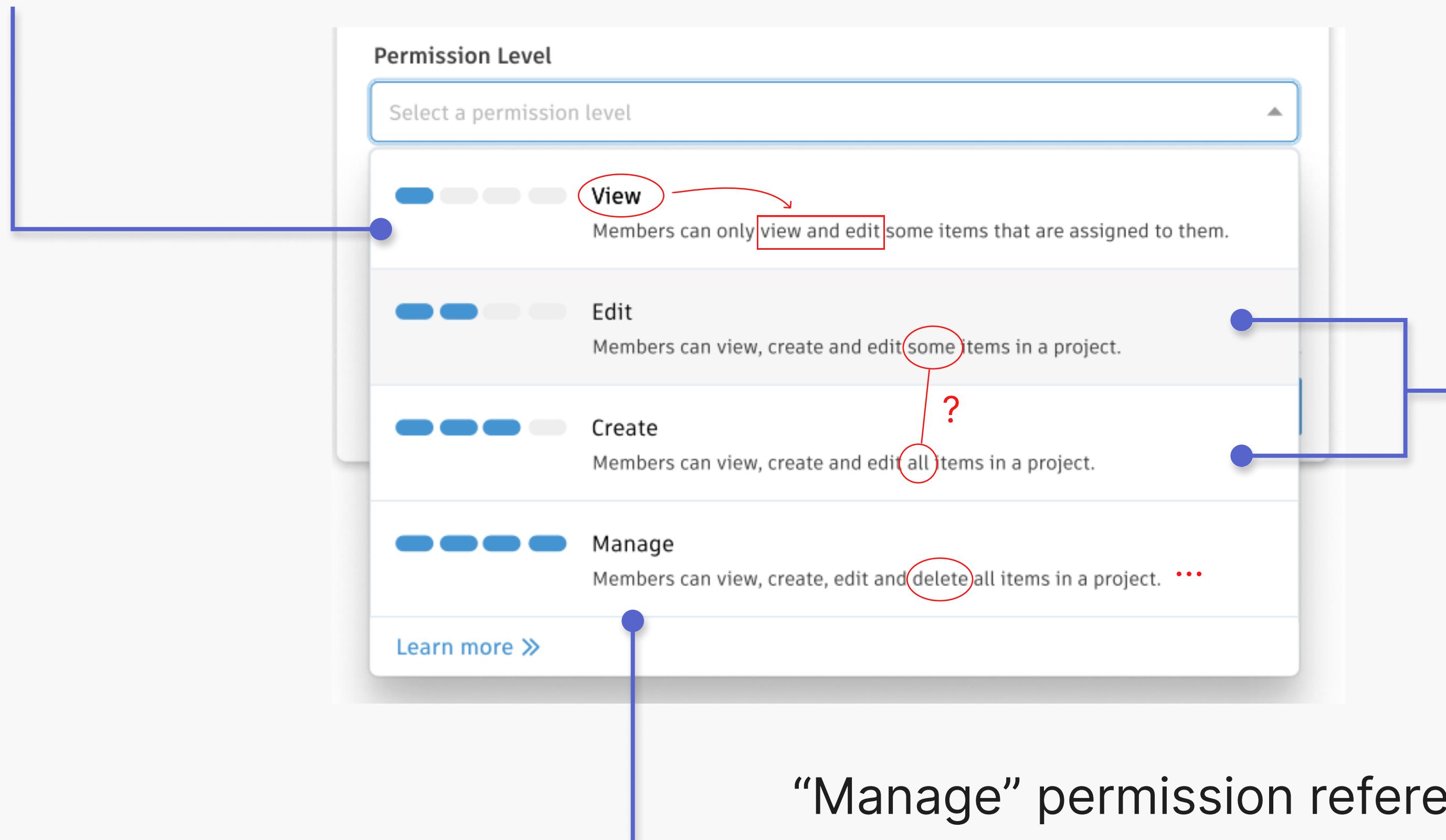
Permissions could be assigned 3 ways:

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

Issues Permissions				
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

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 had used 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 th
2. **Issues module permissions:**
 - a. **Level 1 - 'Create for my company'**
 - i. **As a creator:**
 - Can edit fields (change
 - 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 addreferences
 - 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
 - Can comment
 - iii. **As an assignee:**
 - Can't edit description
 - Can't change status to Closed"
 - Can't leave issue unassigned
 - Can addreferences

Mapping updated permission details and aligning with broader Autodesk guidelines

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.

- 1. Updated permission tiers
- 2. Increased visibility of most important details
- 3. Deeper dive for additional information

Explanation of Issues permission tiers							
	Create for my company		Create for other companies		Manage issues	Manage member permissions	
View unpublished issues	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	▼	✓		✓	✓	
Publish or unpublish issues	Only as creator	▼	Only as creator	▼	✓	✓	
Create issues	✓		✓		✓	✓	
Edit issues	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	▼	✓	✓	
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.

Layering permission information throughout Issues UI

The screenshot shows a user interface for managing permissions in Autodesk Issues. On the left, a table lists users under various roles and companies. On the right, a sidebar displays permission levels for different actions: Manage user permissions, Create for other Companies, Manage issues, and Manage my company. A tooltip is overlaid on the 'Manage issues' section, explaining inheritance. Below the table, a modal window titled 'Edit' shows the 'Actual permission' for a user, stating they have 'Manage' permissions due to being an 'Architect'. It also includes a 'Show me' link and an information icon.

Name	Permissions
Admin	Manage user permissions
Architects	Create for other Companies
Autodesk	Manage issues
Dong Yang	User
Engineer	Create for my company
Jason Jiang	Members can create and assign issues to their company or those in their company. Assignees can add references and edit status, but not close.
Lucas Tang	Create for other companies
Project Manager	Members can create, assign, and view published issues. Assignees can add references and edit status, but not close. Only creators or assignees can edit.
Roy Yong	Manage issues
Ruicong Yuan	Members can create, view, and edit any field of any issue.
Safety Manager	Role

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

Create

Outcomes

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

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.

Comprehensive help documentation for users and other Autodesk teams

Enter a keyword

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