

# SHALOO SHALINI

Information Architect, Technical Writer @Arcana Network

*Building stuff worth writing about. Writing stuff worth reading.*




## COORDINATES

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## SKILLS

Docs-as-code  
Dev docs, APIs, User Docs  
Information Architecture  
Onboarding UX  
Technical Marketing  
Whitepapers, Product Briefs  
Blogs  
Leads via Docs  
AI-enabled Support

## WORK SAMPLES

**Blog:** [EIP-7702 Musings](#)

**Open Source:** [GenPipes](#)

**Dev Docs:** [Arcana Network](#)

**Marketing:** [Cloud TL Series](#)

## EXPERIENCE

Cryptography/Blockchain  
Networking  
Cloud, Virtualization  
Distributed Data  
Management  
HPC, Scheduling  
Storage, File Systems  
Compiler Design  
Hand held computing  
Enterprise Mail/Calendar

## EDUCATION

Delhi Institute of Tech  
B.Tech Computer Engg  
1993

## OVERVIEW

*I bridge the customer-product gap. Simplify complex tech through UX, DX focussed dev, user documentation, API docs, product briefs that generate product conversations. Drive cross-functional value across engineering, sales and marketing. Unique docs-as-code expertise, deep tech, hands on lets me transform product onboarding experience. Reach out for *evolved product documentation* that is **accurate, alive and accessible** in rapidly evolving product environments.*

## PROFESSIONAL EXPERIENCE

### **Information Architect, Docs Engineer Arcana Network — 2022–Present**

Streamline complex blockchain technology onboarding by creating comprehensive, user-friendly [documentation](#), including auto-generated API docs, SDK guides, sample code, product collaterals, and technical blogs, while providing critical UX insights and managing GitHub CI/CD doc processes. **[Markdown, MkDocs, Docusaurus, GitHub, Netlify, Notion, React, Vite, View]**

### **Technology Marketing, Consultant — 2014-2022**

Empowered clients like IDC, IBM, Intel, NetMagic, CacheBox, SignalFX, Pulse Secure (now Ivanti), Evergrid, Veritas, WiteSand, Developerhub.io, and several stealth mode startups with strategic marketing, **competitive analysis, devel and technical documentation**. I leverage expertise in enterprise SW products, distributed computing, cloud, SaaS, and AI/ML to drive customer-centric technology adoption by simplifying deeply technical concepts to new users. Successfully participated in [Google Season of Docs 2019](#) - [GenPipes](#) (**Sphinx**) and Numpy (**Hugo**) site content.

### **VP Technical Marketing, PrimaryIO (Cachebox) — 2013-2014**

Developed product strategies, created **marketing collateral**, and leveraged engineering insights to enhance product positioning and market presence in the telecom space in Korea.

### **Product Manager, Librato (SolarWinds) — 2008-2010**

Pioneered developer advocacy, **PoCs**, crafted innovative product strategies, and collaborated with sales and marketing to drive successful product launches in DR, HA, and technical marketing.

### **SW Architect, Evergrid — 2006-2008**

Architected and led HPC IP-based enterprise computing solution (process containers) for DR and server consolidation before VMs were a thing. Launched a new innovative process migration and disaster recovery product while building high-performing engineering teams.

### **Principal SW Engg, Symantec Research Labs, Veritas — 2003-2006**

Demonstrated research-to-project transformation with innovative storage I/O optimization tech by applying SoC simulation techniques to storage analytics, built PoC for P2P distributed FS with NFS/CIFS connectivity.

### **Engineering Manager, Veritas (Symantec) — 1999-2003**

Led the design and delivery of VERITAS Enterprise Administrator platform while scaling engineering team from 6 to 24 developers and driving cross-platform product releases in data management and storage solutions.

### **SMTS, Cadence Design Labs — 1998-1999**

Transitioned from software to hardware engineering by mastering compiler design and SoC development via NC-VHDL while mentoring new team members and implementing early Web 2.0 technologies for knowledge sharing.

### **SW Engg, Riverrun — 1993-1998**

Launched career in mobile R&D by developing enterprise calendaring software and wireless device drivers across multiple platforms, earning recognition with the coveted 'Night in Town' award for exceptional contributions beyond expectations.

## AWARDS

Night in town award at Riverrun Software for creativity, innovation, and delivering beyond expectations. TQM Excellence Quality award.

## VOLUNTARY SERVICE

[CSPathshala](#): Created educational content to enable computer literacy in underserved schools. Kalyani Nagar Joining Hands Citizens Group: life member, Housing society Treasurer.