

# Stephanie Blotner

Dynamic leader, program manager, and technical writer with a proven ability to deliver key enablement programs in a fast-paced environment, guide team members to achieve their potential, and deliver customer-centric solutions.

## EXPERIENCE

### Uber, San Francisco, CA — *Technical Writing Manager*

APRIL 2020 - NOVEMBER 2022

Developed internal knowledge-sharing solutions for 3,000 Uber developers.

- Guided a program manager to design and launch a machine learning education program with 11 courses, 13 self-paced codelabs, and workshops that helped 1,000 ML users improve model quality.
- Coached a team of technical writers and an ML education program manager to achieve the highest manager satisfaction and psychological safety scores in the Uber TPM org. Instituted use of Jira for org-wide team OKR tracking, increasing visibility of ongoing work.
- Improved developer productivity by launching documentation initiatives in partnership with Product and Engineering. Developed dashboards for content health metrics (freshness +54%, search relevance +20%, doc sentiment +11% YoY), improved search tool quality, and wiki UX.
- Defined and implemented a developer documentation strategy by tracking and analyzing trends in the developer community via surveys and interviews.

### Uber, San Francisco, CA — *Technical Writing Team Lead and Senior Technical Writer*

JULY 2016 - APRIL 2020

Led eight writers through planning, budgeting, hiring, and project execution.

- Revamped data scientist onboarding by leading four writers to convert live training to cost-saving self-paced learning. Collaborated with the Data Science org to define learning objectives and managed the video production vendor relationship and timelines. Wrote quizzes, scripts, and storyboards for 19 video tutorials about data tools and analysis libraries for R and Python.
- Developed information architecture and wrote developer content for Uber's machine learning platform and deep learning tools. Wrote developer guides for metric, alerting, and anomaly detection tools.
- As Uber rebuilt its fulfillment platform, researched developer pain points and implemented a content strategy for the platform and business logic, helping developers quickly onboard without hands-on assistance.
- Led three writers to develop 16 engineering policies and processes as part of a compliance program that helped Uber maintain its operating license in London.
- Designed and taught a tech writing course for Uber engineers. Gathered developer productivity feedback through surveys, interviews, and usability testing.

### Ooyala, Santa Clara, CA — *Senior Technical Writer*

FEBRUARY 2014 - JULY 2016

Wrote developer guides for Ooyala's streaming video player and analytics products.

- Led the successful content integration from a Videoplaza ad tech acquisition.
- Improved customer satisfaction with content navigation via usability tests.
- Trained new writers on documentation build workflows and tools (Git, Drupal).

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## PUBLICATIONS

**Knowledge Sharing Blog:**

medium.com/@sblotner

**A Primer on Documentation Content Strategy:**

<https://increment.com/documentation/primer-on-documentation-content-strategy>

## EDUCATION

**Carnegie Mellon University,**  
Pittsburgh, PA

*Bachelor of Arts in Chemistry with honors, additional major in Technical Writing*

## SKILLS

**Authoring Tools:** Markdown, RST, DITA, HTML/CSS, Sphinx, Markdoc, Javadoc, JSDoc, Swagger, oXygen XML Editor, Confluence, Articulate Rise 360, Absorb

**Visual Tools:** Lucidchart, Google Drawings, iMovie

**Development Tools:** Jira, VS Code, Jupyter Notebook, vi, Unix, Git, GitHub, Jenkins, Google Analytics