

Susan Kraft-Yorke

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Summary

Senior Technical Writer & Information Architect with **15+ years** of experience leading large-scale content migrations, metadata frameworks, and docs-as-code systems. Expert in taxonomy, tagging, knowledge-graph strategy, AI-readiness, and personalized digital experiences. Skilled at bridging content strategy and product execution to deliver scalable, structured, intelligent systems. Proven track record of reducing user search times and help requests, and automating content workflows to deliver significant efficiency gains.

Key Highlights

- Led large-scale content infrastructure migrations (e.g., legacy portals → docs-as-code platforms).
- Improved user interaction & support: ~30% decrease in help requests; ~50% reduction in user search time.
- Automated release-notes workflows: achieved 50-1000% reduction in authoring/production time.
- Delivered GDPR / CCPA-compliant documentation under regulatory deadlines.
- Built & governed taxonomies, metadata frameworks and knowledge-graph strategies to boost discoverability and AI-readiness.
- Strong cross-functional leadership: teaming with engineering, product, UX, research, marketing.

Technical & Tools Summary

Leadership & Strategy: Cross-functional team management; documentation portals; docs-as-code leadership; end-to-end project execution; knowledge bases; information hierarchy/architecture; strategic content planning.

Coding & Tools: Bitbucket; ChatGPT 5 Pro; FrameMaker; Git; GitHub; GitHub Copilot; Google Colab; HTML; JSON; LLM model quantization concepts; Markdown; Postman; Python; SwaggerHub; VS Code.

CMS & Collaboration Platforms: Confluence; Google Suite; Jira; MkDocs; Office 365; SharePoint; Slack; Teams.

Visual Systems: Draw.io; Krita; Lucidchart; Snapshot; Photoshop; Visio.

Processes & Methodologies: CI/CD; AI-driven capacity/efficiency; Agile/Scrum; Jira admin; content governance; DDLIC (documentation development lifecycle); requirements gathering; style-guide development; editorial standards.

Education

- MS, Geophysics — University of California, Santa Cruz
- BS, Geophysics — University of Alaska, Fairbanks

Professional Experience

Principal Author – Kraft Consulting (Aug 2025 – Present)

- Serve as business analyst and systems designer to author strategic information solutions with a focus on enhanced corporate asset management.
- Researched and authored in-depth essays on information architecture and next-gen CMS platforms.
- Engaged in AI prompt engineering to optimise task requests and quality controls.
- Developed use cases and failure-studies from cross-functional collaboration to drive strategic insights.

Information Architect | Sr. Technical Writer – Citadel Securities (Oct 2024 – Jul 2025)

- Collaborated with research & engineering teams to design and implement a MkDocs-based CMS for a big-data cloud platform using DAGs & GraphQL.
- Managed content infrastructure migration and standardised tool-chain workflows, leveraging VS Code to unify authoring and review across engineering pillars.
- Built a documentation lifecycle to enable developer enablement, reducing search time for Quick-start, SDK, API guides and research/data-support files.
- Standardised content workflows using VS Code, Markdown, Bitbucket across six engineering pillars.

Sr. Technical Writer, Advisor II – Fiserv (Feb 2024 – Aug 2024)

- Co-led IA for a cloud-based API marketplace; designed the content structure for the developer and partner audience.
- Migrated a legacy HTML portal into a GitHub-based format using Markdown and JSON.
- Managed editorial standards and provided feedback to SMEs.
- Outcome: Improved client onboarding efficiency and reduced friction during API integration.

Consultant BA | API Technical Writer – BNY Mellon (Jan 2023 – Dec 2023)

- Authored developer specifications in Markdown and JSON for B2B SWIFT and API payment samples (Treasury & Payment Services).
- Collaborated with engineers to capture and document sandbox-to-onboarding workflows.
- Outcome: Improved API engineer adoption and conversions.

Lead Technical Writer | Analyst – Plume Design (Nov 2020 – Oct 2022)

- Drove the release-calendar for those cloud releases and boosted release-note delivery efficiency 250-1000% by automating the Jira→Confluence workflow.
- Tracked overlapping releases (Dogfood, Beta, EU, US/Asia) to ensure accuracy and continuity in a complex version propagation environment.
- Led content strategy for global support across US, EU, Japan, LATAM.
- Designed and enforced style-guide standards with other content developers.
- Proposed architecture for audited, versioned, searchable and governed workflows upon CMS evaluation.

Sr. Technical Writer | Research Analyst – Intuit (Jul 2019 – May 2020)

- Worked with Engineering, Marketing and a GDPR “tiger team” on key cross-functional projects.
- Designed a single-source knowledge base to improve traceability across research teams and end-users; significantly reduced personal search requests to R&D authors.
- Led research paper project identifying root-cause issues and reducing commission support requests.
- On the tiger team: delivered in time to avoid fines under the CCPA.

Senior Technical Writer – Apple Inc. (May 2018 – Sept 2018)

Sunnyvale, CA

- Edited internal-website product documentation for a web app and associated API set that tracks hardware, systems and service vulnerability states, using Markdown and GitHub repositories.
- Collaborated with engineering and product teams to standardize internal documentation templates and streamline version control practices.
- Delivered a documentation suite that improved internal visibility of asset/vulnerability status and reduced ad-hoc authoring requests.

Senior Technical Writer – Kraft Consulting (Oct 2017 – 2018)

Redwood City, CA

- Developed documentation style-guides and tracking guidelines; authored API manuals, policies, and medical-device manual updates for start-ups and established clients.
- Interviewed subject matter experts (architects, product managers, senior engineers) to capture requirements and translate them into developer-centric content.
- Created back-end developer documentation and how-to content aligned with executive-level reporting. Clients included Presto (Redwood City) and Uncommon.co (Palo Alto).

Technical Writer & Jira Administrator – Merchant e-Solutions (Feb 2014 – Sept 2015)

Redwood City, CA

- Co-led the agile transition from a startup ad-hoc model to a structured sprint-release model, enabling scalable engineering and documentation workflows.
- Designed and updated engineering workflows; built dashboards to track ticket progress and hot-topic issues for leadership visibility.
- Authored Jira quick-start guides and led daily stand-ups and roadmap-planning sessions to align documentation with product releases.

Program Manager & Jira Administrator – Adap.tv (Oct 2012 – Nov 2013)

San Mateo, CA

- Revamped project-tracking infrastructure across multiple teams to support rapid company growth; introduced Jira governance and best-practice planning methods.
- Authored corporate policies and created sales-training guidelines for new product releases, enabling consistent messaging and documentation alignment across internal teams.

Project Manager & Senior Technical Writer – Infoblox (Jun 2010 – Sept 2012)

Santa Clara, CA

- Managed the Advanced Technology Group working on a real-time database; co-authored white papers aligning technology vision with business strategy.
- Authored documentation suites for internal/external stakeholders, simplifying complex technical concepts and supporting strategic initiatives.

Contract Senior Technical Writer – Skiff e-Reader (Jan 2010 – Jun 2010)

Palo Alto, CA

- Developed and wrote the full technical-documentation suite—including how-to guides, support content, e-reference—for a first-generation e-reader device, using FrameMaker.
- Authored user manuals and support content to facilitate product launch and post-release readiness.

Public Relations Director & Content Developer – Silicon Valley Women's Caucus for Art (Oct 2008 – Jun 2014)

Palo Alto, CA

- Designed and executed public-relations plans for conferences and exhibitions using television, social media and press releases; recruited and managed volunteer teams across multiple years.
- Oversaw content development, event-marketing and communications strategy as a board-managed organization.

Contract Senior Technical Writer – Thermo Electron (Multiple engagements: Jun 2005–Aug 2008)

Santa Clara, CA

- Authored user documentation for proteomics mass-spectrometer analysis software; converted print-based documentation to online-help systems.
- met tight deadlines and navigated multiple contract phases (e.g., Mar–Aug 2008; Feb–Jul 2006; Jun–Sept 2005).

Contract Senior Technical Writer – Amdocs (Sep 2007 – Feb 2008)

Santa Clara, CA

- Developed and published an executive-level “technology overview” book for Amdocs, covering all major technology domains of the corporation ahead of strategic repositioning.

Contract Lead Technical Writer – SAP Corporation (Mar 2007 – Jul 2007)

Palo Alto, CA

- Authored a full technical-documentation suite for a spend-analytics tool prior to first release; delivered structured content aligned with product roadmap and UX requirements.

Lead Technical Writer – Zeitnet (Sep 1995 – Mar 1997)

Santa Clara, CA

- Designed and wrote the system-administration guide for an ATM-over-IP documentation suite, creating detailed technical content for an early network-product release.

Community Service Volunteer Kraft Consulting (Jun 1997–Jan 2000)

Palo Alto, CA

- Created and taught technical-writing modules (FrameMaker tutorials, lessons & examples).

Lead Technical Writer – Cylink Corporation (Apr 1997 – Jun 1998)

Santa Clara, CA

- Developed an HTML-based instructional help system for a secure-encryption network product; structured content and workflows for both customer and system-admin audiences.

Technical Writer – Raynet (Mar 1993 – Jun 1995)

Menlo Park, CA

- Authored both user-guides and system-administration guides for a local-loop fibre-optic telephony system, establishing foundational documentation practices early in career.

Technical Writer Intern – Oracle Corporation (Aug 1992 – Dec 1992)

Redwood Shores, CA

- Edited and formatted documentation for Oracle's beta email system; gained exposure to enterprise-scale software documentation.

Producer, Speaker & Event Coordinator

- **Gardiner Open Studio Tour (GOST) (2024)** — Event planning with the board; production member for prepared public space.
- **President**, Silicon Valley Women's Caucus for the Arts (2009–2016) — Oversaw 30-50 artists, produced two exhibitions per year, engaged professional guest speakers.
- **Honoring Women's Rights Conference (2011–Dec 2012)** — Conference coordinator & PR manager; led a 40-member cross-functional team producing a national conference; engaged celebrities & produced multiple video ads.
- Executive Director & Host, "Talk Art" TV show (2003–2007)
- Founder & Director, ART21 Gallery (2002–2007) — Talent coach; marketing director.
- Co-Founder, Palo Alto Art Walk (2003-2007)
- Decorate & Design Committee Member — Palo Alto Black and White Ball (Theme: "Moonlit Cinema Paradiso", 2004)