

# Timothy P. McMackin

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Summary	<p>I simplify complicated software suites by providing thorough, useful information that guides customers through their tasks.</p> <p>I lead teams that provide complete and continuously delivered information services for software products, guiding them to stay coordinated and to cover all aspects of the products.</p> <p>I work directly with developers and technology by implementing information systems and researching computer systems in a hands-on manner.</p>	
Experience	<b>Shutterstock (Remote): Information Engineer IV</b> <b>Senior Information Engineer</b>	<b>2022-Present</b> <b>2017-2022</b>
	<ul style="list-style-type: none"><li>- Drove a culture of information sharing and introduced technical documentation processes as Shutterstock's first technical writer.</li><li>- Developing documentation for <a href="#">Shutterstock's public API, SDK, CLI</a>, and <a href="#">UI widgets</a>, using a pipeline to merge OpenAPI reference with manually written examples and task-oriented content. Reduced average partner integration time from 3 months to 1.2 months. Partner feedback indicates that documentation is a major factor in getting integrations working quickly.</li><li>- Developing and maintaining a modular documentation container that internal teams use to publish documentation. Coding the container, deployment code, and tests using Gatsby, GraphQL, React, GitHub Actions, asynchronous JavaScript, and other open-source tools. Onboarded documentation for 5 internal services in 2 months and eventually 13 systems.</li><li>- Built a diagram of Shutterstock's internal architecture, gathering information from each department and merging it into a format that makes sense across all departments. Departments across the company use this diagram to reduce the time to identify the cause of outages and other urgent situations.</li><li>- Documented internal Node.JS microservices to promote innersourcing.</li></ul>	
	<b>IBM (Durham, NC): Advisory Technical Writer/Team Lead</b>	<b>2004-2017</b>
	<ul style="list-style-type: none"><li>- Led a seven-person team providing documentation for IBM UrbanCode software and its 70-person development team, including documentation, education, videos, white papers, customer forum response, and support response. Covered a wide range of realistic customer DevOps scenarios, such as blue-green deployments, rolling deployments, dark launches, continuous delivery, and mainframe deployments.</li><li>- Documented a wide range of technologies and platforms, including programming languages, distributed software, mainframe software, diagramming tools, and cloud systems.</li><li>- Researched and wrote custom documents for our largest customers and for critical needs. Contributed directly to sales deals in the millions of dollars.</li><li>- Worked with support teams to identify customer needs and to focus efforts on preventing support calls. Reduced average time to documentation error resolution from 8 days to 2 days.</li></ul>	
	<b>Lohre &amp; Associates Advertising, Cincinnati, OH: Copywriter</b>	<b>2000-2003</b>
	<ul style="list-style-type: none"><li>- Wrote magazine articles, press releases, client communication, and research reports.</li></ul>	
Education	<b>Carnegie Mellon University, Pittsburgh, PA</b> M.A. Professional writing	<b>Xavier University, Cincinnati, OH</b> BA English rhetoric and literature

**Publication  
samples**

[Shutterstock API, SDK, and CLI reference](#)

I originally built this API reference documentation with Widdershins and Shins but later wrote a custom Node.JS and Nunjucks program to generate it. It merges handwritten examples and task-based information about using the API with generated examples and endpoint reference from an OpenAPI source file.

[Shutterstock developer portal documentation](#)

This documentation covers many of the same topics as the API reference but is aimed at decision-makers and architects. Along with information about using the API, JavaScript SDK, and CLI, I've added a tutorial and information that helps Shutterstock's enterprise clients allow their employees to access Shutterstock through single sign-on.

[Tutorial: Using the computer vision features of the Shutterstock API](#)

This tutorial covers using the reverse image search and keyword suggestion features of our computer vision services. It includes end-to-end instructions on setting up a free API account, installing the Shutterstock JavaScript SDK, and writing straightforward Node.JS programs to analyze user-submitted images.

[Performance characteristics of IBM UrbanCode Deploy](#)

I planned, wrote, and typeset this white paper based on testing data from our product development teams. I consulted with the performance testers about what the test results meant and with the customer-facing teams that needed to explain the performance of the product to current and potential customers.

[Rollback scenarios in IBM UrbanCode Deploy](#)

This video addresses customer confusion that I learned about from support requests. It demonstrates techniques for reversing problems automatically, and it teaches customers about a common misconception about the product at the same time. Our internal support call analysis showed significantly fewer customer issues in this area after I delivered and promoted the video.