

Susan Kraft-Yorke

SUMMARY

Senior Information Architect | Project Manager with expertise in docs-as-code workflows. Skilled in creating information structures, taxonomies, and scalable content frameworks. Proven ability to simplify complex concepts, understand the project's goals, schedule, and requirements, and proactively take action to address risks before they happen.

CORE SKILLS

<ul style="list-style-type: none"> • API documentation standards and platforms • System admin guides • End-to-end architectural diagrams • Engineering and end-user content 	<ul style="list-style-type: none"> • Requirements analysis • Research papers • Project planner • Team lead • White papers
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

TOOLS: API, BBEEdit, BitBucket, ChatGPT, Confluence, Excel, FrameMaker, Jira, JSON, Google Cloud, Google Suite, Git, GitHub, GitX, LLM Copilot, MS Office, MacDown, Madcap Flare, MkDocs, Notepad++, Office365, Photoshop, Postman, Python, Slack, Sudowrite, SwaggerHub, Teams/SharePoint, Visio, VS Code

OTHER: CSS, HTML, Javascript, JSON, Markdown, Python, XML, YAML

EXPERIENCE

Consultant Information Architect | Technical Writer at *Citadel Securities, New York, NY*

Oct 2024 - Present

Kick-off and manage Big Data R&D content infrastructure architecture plan. Migrate and edit engineer-written technical documents to a new docs-as-code platform.

Goal: improve technical documentation usability and findability by internal researcher users group.

- Researched and wrote “Information Architecture Project Charter”, designed target structure, and migrated engineering doc set to new platform, converting Confluence to markdown using the MkDocs.
- Set up and ran weekly stand-ups and review sessions for critical path projects.
- Reviewed and edited source content to match client’s use case goals.

Success factor: new framework beta release proved improved comprehension and reduced user search time by ~30%.

Sr. Technical Writer, Advisor II at *Fiserv, Berkeley Heights, NJ*

Feb 2024 - Aug 2024

Led infrastructure content creation for the API Card Services marketplace, a cloud platform integrating unified communications and networking in a docs-as-code environment.

- Migrated legacy API card products HTML portal design to a GitHub-based platform structure using Markdown, YAML, and JSON.

Success factor: Successfully launched the new platform in Beta, achieving a high conversion rate of invited clients.

Consultant BA | API Technical Writer at *BNY, New York, NY*

Jan 2023 - Dec 2023

Collaborated with Engineering, UX, and Product Management teams on a cloud-based platform for investment managers to access and monitor diverse data sources in a docs-as-code environment.

- Managed the SWIFT payment samples project for a new API banking portal at marketplace.bnymellon.com Unified Payments.
- Wrote API developer specifications for wire, ACH, RTP, and other payment message formats.

Success factor: Substantial uptick on API engineer sandbox interest to onboarding conversion.

Sr. Technical Writer, Lead | Analyst at *Plume Design, Palo Alto, CA*

Nov 2020 - Oct 2022

Accomplished primary goal: Increased efficiency 250% production and distribution of release notes for their five-continual cloud deployment product release cycle processes.

Secondary project: Content control systems research and KMS recommendations to improve corporate workflow.

Client target: internal support staff and US, EU, JA, and LATAM Tiers 2-4 cloud customers.

Success factor: QA support: reduced ISP support and complaint phone calls by at least half.

Sr. Technical Writer | Research Analyst at Intuit, Mt. View, CA

Jul 2019 - May 2020

Worked with Engineering, Marketing, and a GDPR tiger team on a couple of key projects.

Success factors:

- Information architecture: researched and designed a new KBM system in Confluence; reduced FAQ development team members inquiries and increased R&D output.
- *Research project:* reduced commission support requests by over 50%.
- *Tiger team:* completed in time to avoid CA state California Consumer Privacy Act (CCPA) and federal FTC and CFPB fines.

Principal Technical Writer | Project Manager at Kraft Consulting, Redwood City, CA

2016 - 2019

Managed information gathering research and wrote technical documentation, flowcharts and policies. Selected clients: Apple, Meta, SAP, Intuit, Thermo Fisher Scientific, Amdocs, Oracle

Jira Administrator | Technical Writer at Merchant e-Solutions, Redwood City, CA,

Jan 2014 - Oct 2015

Co-managed engineering transition from waterfall to Agile in CI/CD pipeline.

Formed project management structure as the firm transitioned from bug fix stagnant engineering model to a highly scalable business while processing \$1B/month in transactions.

Jira Administrator | Project Manager at Adap.tv, San Mateo, CA

Oct 2012 - Nov 2013

Program manager for ongoing continuous deployment projects across multiple CI/CD teams; designed and ran the Jira system and UAT cycles. This directly influenced the company's earnings growth from \$200K/day to \$1M/day gross sales resulting in a \$405M cash acquisition.

- Wrote corporate policies and guidelines on new releases for the digital advertising SaaS platform sales team.

Executive Program Manager for National WCA Conference at the National Steinbeck Center, Salinas, CA

Kick-started, designed and produced a national conference, engaging the participation of celebrities that included Geena Davis, Malissa Feruzzi Shriver, and Sandra Fluke.

Managed a 40-member cross-functional team to set up, run and tear down a 3-day event.

Project Manager, Advanced Technology Group at Adap.tv, San Mateo, CA

Jun/2010 to Sep/2012

Project managed 12-member ATG innovative infrastructure design projects incorporating cloud computing, big data analysis, and unified communications to address high risk factors of rapid network updates and costly downtime effects.

OTHER

- Author and coach of "A Practical Guide to Becoming a Technical Writer."
- Certified in: project management, API technical writing, Javascript, JSON, and Scrum Master.

EDUCATION: MS • Geophysics, University of California, Santa Cruz; BS • Geophysics, University of Alaska, Fairbanks

CONTACT: susan.kraftyorke@gmail.com • 650-444-1354 • www.susankraftconsulting.com