Jerry Kindall smoothing developer journeys

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Product Experience Leader, Builder, Teacher | ex AWS, Snowflake, Microsoft | Stack Overflow top 0.1%

Documented excellence in helping your customers succeed by any available means: words, code examples, product improvements, strategy, and AI to drive adoption, reduce support burden, and manage technical debt. Developer relations via programming, technical content creation, community engagement, and public speaking.

Fiserv Jun 2026–Sep 2026

Senior Product Documentation Specialist — *AI-assisted writing and developer experience*

- Prototyped internal AI technical editor to provide company-wide writing advice. Triaged year-long doc backlog and established remediation strategy. Wrote root cause analyses and internal release notes.

Snowflake Inc. Nov 2022–Mar 2026

Senior Technical Writer — *AI/ML content, information architecture, leadership*

- Established information architecture and foundational content strategy for Snowflake's flagship AI/ML product suite, including the rollout of Snowflake Cortex.
- Authored 100+ guide and reference topics for SQL, AI, ML, security, and governance concepts.
- Onboarded and mentored two writers in a dedicated AI/ML content sub-team.
- Collaborated on strategies for integrating generative AI workflows into the documentation lifecycle.

Amazon Web Services May 2019–Nov 2022

Senior Technical Writer (TW-T II) — *Developer experience and content development*

- Established the information architecture, authored, and managed the AWS Cloud Development Kit (AWS CDK) Developer Guide through two major releases, contributing code examples in six languages.
- Embedded with the core product team to align on developer audience requirements, contributing examples and content around core AWS services (IAM, S3, EC2, Lambda, CloudFormation).
- Designed standards for using the CDK to provision and tear down infrastructure for code examples.
- Contributed production code to the CDK to reduce manual setup and streamline developer workflows.
- Re-engineered code example extraction to resolve long-standing infrastructure debt.
- Led integration of CDK content strategy across AWS, prioritizing the platform's ten most popular services.
- Developed Toccata, a Windows utility for managing USB security tokens, adopted by hundreds at AWS.

Aquent at Microsoft Jul 2017–May 2019

Contract Programmer Writer — *Developer enablement*

- Developed and documented the JFK Hoover Bot, a buildable conversational application and tutorial orchestrating four Azure services to answer JFK assassination questions using declassified documents.
- Authored dozens of guides and tutorials and 50+ code samples to illustrate use of Azure cognitive services.
- Built four single-page web apps in HTML and JavaScript to showcase Azure web search APIs.

Tecplot Inc. Jul 2008–Apr 2017

Senior Technical Writer — *Technical content and documentation platform engineering*

- Spearheaded the development of a proprietary help viewer to completely end dependence on fragmented external browser support as part of a product modernization effort.
- Upgraded documentation build system with CI/CD, PDF validation, link checking, and white labeling.
- Maintained and owned content for 4 cross-platform desktop applications comprising 20+ manuals.
- Contributed spelling corrector to help viewer and built a Welcome Screen used in all products.

Volt at Microsoft Mar 2007–Jun 2008 *Contract Programmer Writer*

- Authored API documentation, code samples, technical articles, white papers, and marketing materials for .NET Micro Framework, a .NET implementation for extremely resource-constrained embedded devices.

Epok Inc. Dec 2002–Nov 2006 *Senior Programmer Writer (MTS-2)*

- Enabled Epok's acquisition of OneName's IP and integration of its engineering staff. Authored developer, end-user, and system administrator documentation for its digital identity platform.

OneName Corporation (Jul 2001–Oct 2002) *Senior Technical Writer*

- Wrote documentation for OneName digital identity platform and contributed to XNS protocol specification.

Origin story

My early multidisciplinary background includes software engineering, product management, video production, and web design and development. I've freelanced, written trade books, edited magazines, managed online forums, and presented at developer conferences. That diverse experience forms the backbone of a decades-long career of informing and educating developers and other technical audiences.

Publications

- "Digital Identity" with Drummond Reed, *The Handbook of Information Security,* Hossein Bidgoli, Ph.D., ed. Wiley, 2005.
- *The Web Motion Encyclopedia,* Waite Group Press, 1997.
- Founder, editor-in-chief of *II Alive*; contributor to *TidBITS* and other journals.

Skill bank

Technology areas
generative AI
large language models
machine learning
web services
digital identity
relational databases
networking
Web apps and protocols
APIs & SDKs
information security

Content formats
XML, DocBook, DITA
JSON & YAML
HTML & CSS
Markdown
ReStructuredText (RST)

Cloud computing
Amazon Web Services IAM, S3, EC2, CloudFormation, Lambda
Microsoft Azure
Snowflake Data Cloud

Languages
Python
JavaScript & TypeScript
C# & .NET
Java
SQL

Platforms
macOS, Linux, Windows, Android

Tools
Git & GitHub
Visual Studio & VS Code
Adobe FrameMaker
GitHub CoPilot & Cursor
Sphinx
JIRA, Confluence
OpenAPI & REST
Oxygen XML
bash & zsh

Big picture
Diátaxis framework
content strategy
Information architecture
docs as code
systems thinking
Scrum & agile methodologies
Leadership and mentoring
speaking & presenting
community engagement

Education

Columbus State Community College, AS *Computer and Information Science*. Business programming on IBM mainframe and PC. Assembler, JCL, CICS, C, COBOL.

Certifications

- CompTIA Project+
- Google AI Professional

Links

- The Charlie Project
- Mister Sparkle
- Portfolio
- The Inference blog
- LinkedIn profile
- Stack Overflow profile
- GitHub personal projects