John Paz

Mr. Content Design

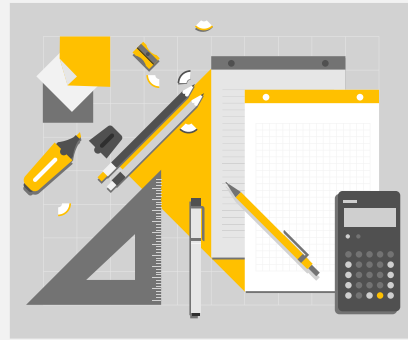## Senior Content Designer Portfolio

Updated April 2024
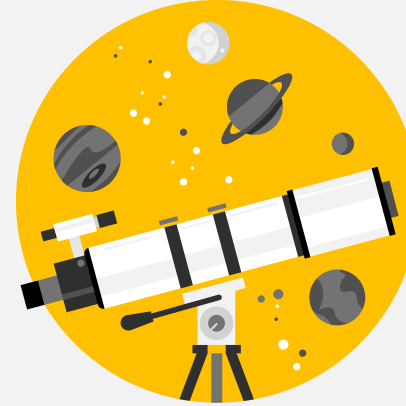
About Me

About Me

Specialize in technical content

I have a passion for simplifying complex information experiences.

15 years of experience

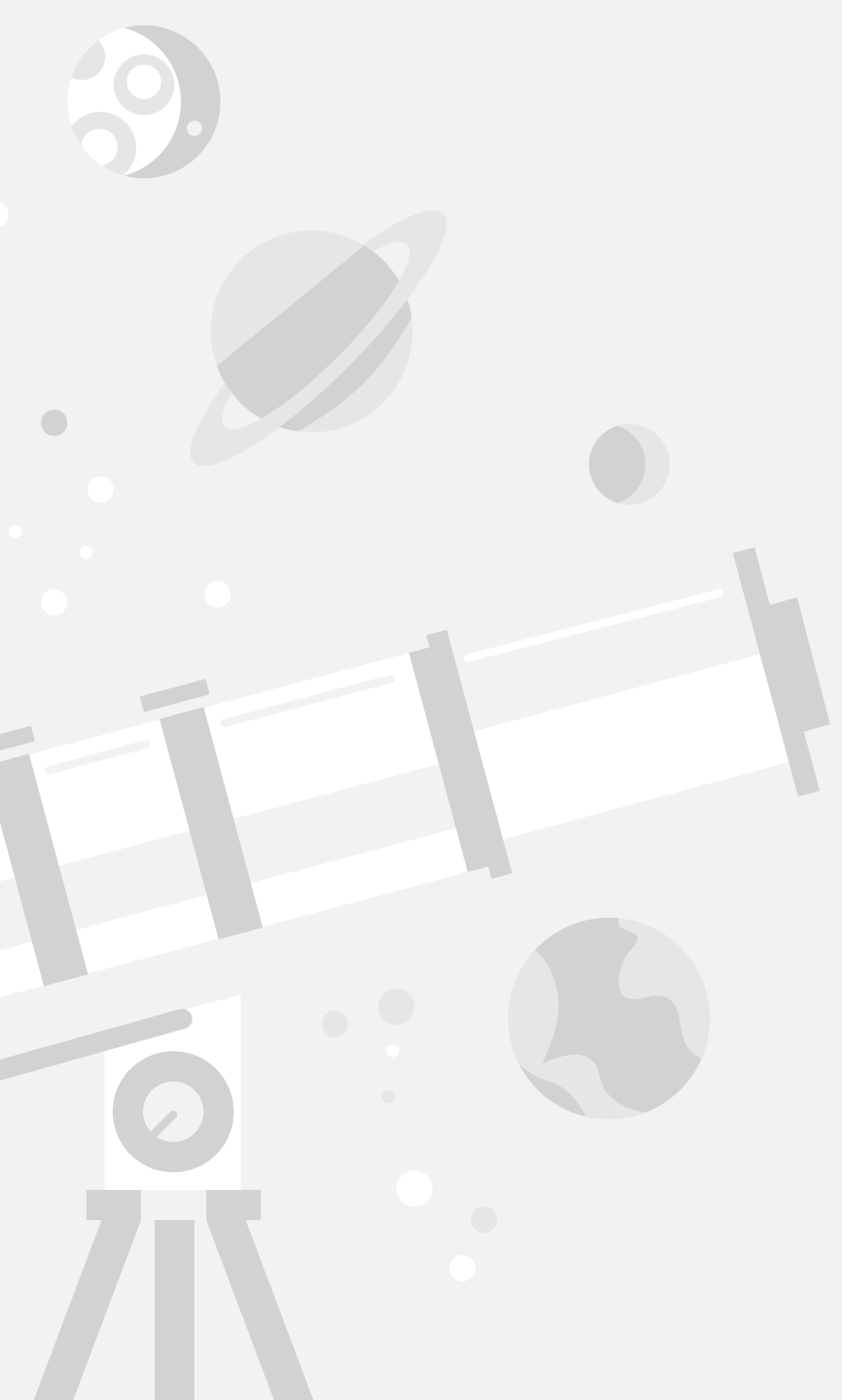UI copy reviews, user research, and strategic design thinking.

Great in Agile teams on the product triad

I love getting involved early in the dev lifecycle (I'm also a Scrum Master).

Powerful storyteller and public speaker

I rely on my diverse work/life experiences and storytelling ability to advocate for users.

Work Examples

UX Writing
Menlo Connect Installer

UX WRITING

USER RESEARCH

DESIGN THINKING

DOCUMENTATION

UX Writing Example

Menlo Connect Installer

Reason for Project

The Menlo Connect installer previously did not have an interface for setting a password to prevent users from uninstalling the program.

The team did not have a writer on staff to review the screens during initial iterations. Some of the names for features and fields had potential to mislead users or cause unnecessary support burden.

Steps IDing Need

1. **Identified a potential problem**: when proofing the copy is tricky, it's indication it needs to be questioned. I asked about the reasoning for the feature and field names, and there seemed no consensus or owner for the decision.
2. **Investigated with users (or experts)**: I did not have direct access to users, so I had to rely on the next best thing, Support. I identified my concerns, and asked about ramifications for users misunderstanding this process, and discovered it could be very cumbersome to rectify is not done correctly or forgotten.
3. **Proposed solutions and tracked down dependencies:** I mocked up my proposed changes to the copy and shared them with Design, Engineering, and Support to gather consensus approval. Once approved I went looking for other instances of the previous terms and updated them in the docs, and submitted pull requests for any in-app copy changes.

UX Writing Example
Menlo Connect Installer

UX WRITING

USER RESEARCH

DESIGN THINKING

DOCUMENTATION

Findings /Insights

1. The "Tamper-proofing" felt misleading; the device could still be tampered with in other ways.
2. The field labels and descriptions were not clear and were misleading.
3. There were no official procedures with Support, or in the user docs, about recovering this password.

Outcomes

1. **Changed "Tamper-proofing" to "Uninstall protection."**
2. **Rewrote field labels and descriptions**: Kept the focus of this screen in mind – helping admins set an uninstall password – and made suggestions accordingly. Warned users about the consequences of losing the password (but don't scare them), link to details about password recovery.
3. **Established password recovery procedures with Support**: Made support aware of the changes to the screens and addition of feature. Helped document the internal password recovery knowledge base article.

My Contribution

I reviewed this screen (and the others in the flow) for clarity, and I insisted on changing the name of a new enhancement for better accuracy and clarity. I also communicated release schedule changes to stakeholders.

Collaborators

1 Writer (Me)   1 Support Engineer
2 Product Managers
4 Engineers (contractors)

Project Duration

21 days

UX Writing Example
Menlo Connect Installer

Outcomes

Original

Menlo Connect Setup

Tamper Proofing Protection

Please provide Tamper Proofing password...

Menlo Security

☑ Enable Tamper Proofing Protection (Recommended)

Tamper Proofing Protection is a newly introduced feature in this version which protects Menlo Connect from being removed by an unauthorized user.

Tamper Proofing Password

123456

Tamper Proofing Protection uses a modern Hashing algorithm technique to protect user password fom brute-force attaches with pre-computed hashes.

Back   Next   Cancel

Improved

Menlo Connect Setup

Uninstall Protection

Prevent Menlo Connect from being removed by an unauthorized user.

Menlo Security

☑ **Enable uninstall protection** (recommended)

Require a password to uninstall Menlo Connect from this device. Learn more

Uninstall protection password

Use a combination of letters, numbers, and symbols that's memorable to your organization...

Create a strong password you can remember. Recovering this password will require contacting support.

Back   Next   Cancel

UX Writing/User Research
Bitbucket Cloud CoreX Copy Audit

UX Writing/User Research Example

Bitbucket Cloud CoreX Content Audit

UX WRITING

USER RESEARCH

DESIGN THINKING

DOCUMENTATION

Reason for Project

Identify usability issues to address quickly, focusing on content improvements within the in-app copy which will reduce new user churn and reduce user perception of complexity. There were reports that things were hard to find, it was difficult to complete tasks, and it was difficult to predict where to find help.

The Bitbucket Design Team gathered to identify the core user experiences within the product, and then each sub-discipline would determine how best they could make an impact along those customer paths within the product.

Steps IDing Need

1. **Conducted a content audit**: audit copy along the core user experience and cross-reference findings with user-reported bugs pertaining to copy.
2. **Created patterns for copy improvement**: mocked up or provided improved copy for frontend engineers to implement.
3. **Scoped and estimated work for developers**: Created clearly defined chunks of work; approximately 10 weeks worth of work, grouped into sprints. Established cadence for assigning and reviewing work.

UX Writing/User Research Example

Bitbucket Cloud CoreX Content Audit

UX WRITING

USER RESEARCH

DESIGN THINKING

DOCUMENTATION

Findings /Insights

Perceived complexity stems from issues with the content and identifying and improving content challenges could positively impact the core experience using Bitbucket. Content is inconsistent, and users are leaving Bitbucket because of usability issues, and we deduced the inconsistent copy plays a role in that. Improving the copy along Bitbucket's core user experience was a quick, straightforward, and relatively inexpensive way to make some gains in addressing core usability challenges for the bulk of the product's users.

Outcomes

1. **Directly addressed over 200 user-reported pain points**: Some of the problems reported were years old, and lots of feedback on some of the most visited pages of all Atlassian doc.
2. **Maximized the impact and value of audit findings**: project helped to support a renewed emphasis on Bitbucket UX design by establishing patterns and creating style guides for content.

My Contribution

I envisioned the project, submitted proposal for the initial scope of work, and then oversaw the implementation of the changes along with another writer under my direction. I also helped identify problems and solutions to bugs.

Collaborators

2   Writers (Me + another)   1   Product Manager

1   Designer

3   Engineers (contractors)

Project Duration

9 months

UX Writing/User Research Example

Bitbucket Cloud CoreX Content Audit

Outcomes | User Journey Map

- Outlines the core experiences all Bitbucket Cloud users go through.
- I collaborated with a designer to help create this infographic. We met one a week to discuss and iterate on the document.
- We used Mural to create the document: collaborating asynchronously online, it became a living document we could depend on.
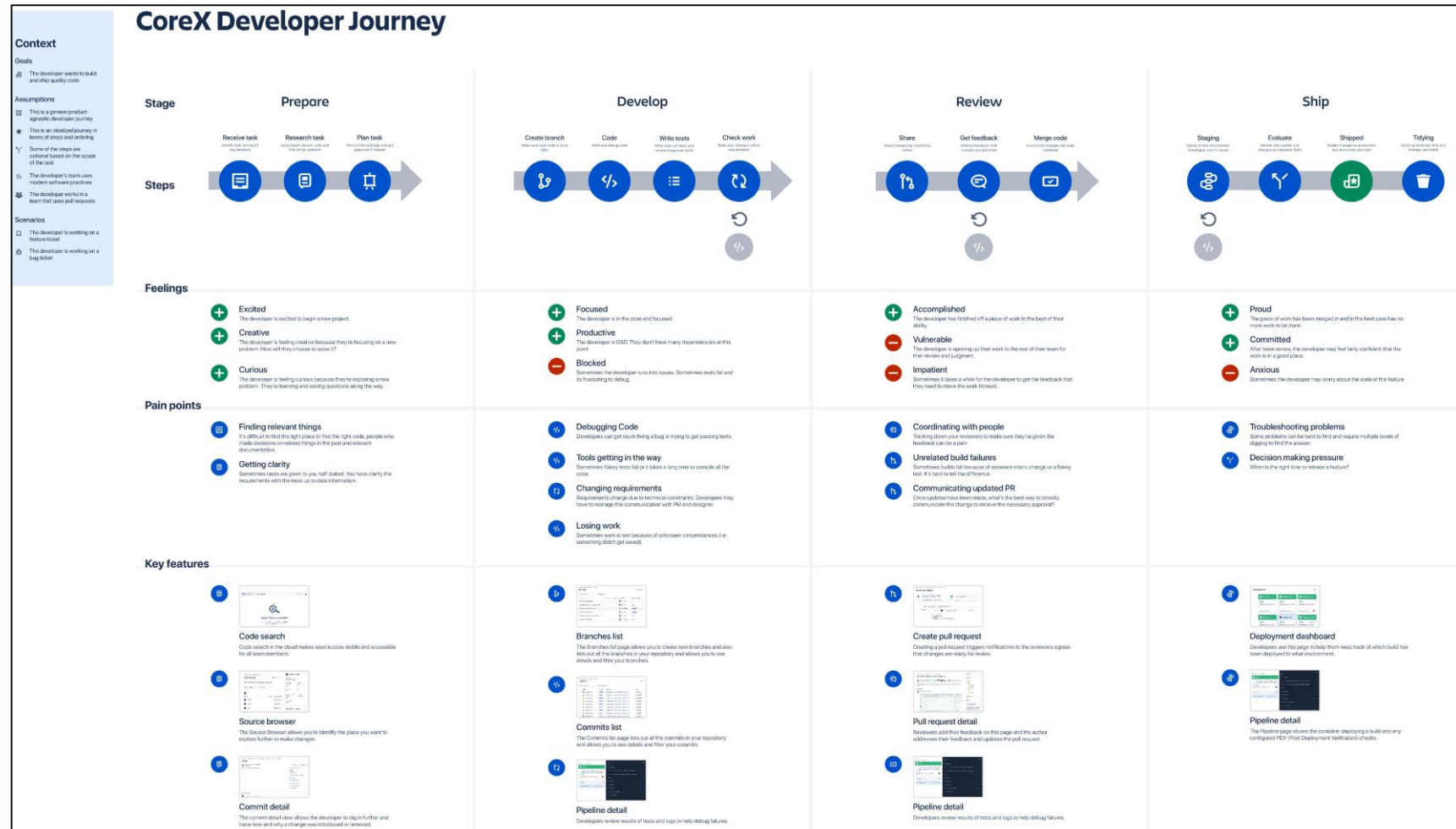
UX WRITING

USER RESEARCH

DESIGN THINKING

DOCUMENTATION

UX Writing/User Research Example
Bitbucket Cloud CoreX Content Audit

FORMAT/TOOLS
- Mural
- Confluence pages
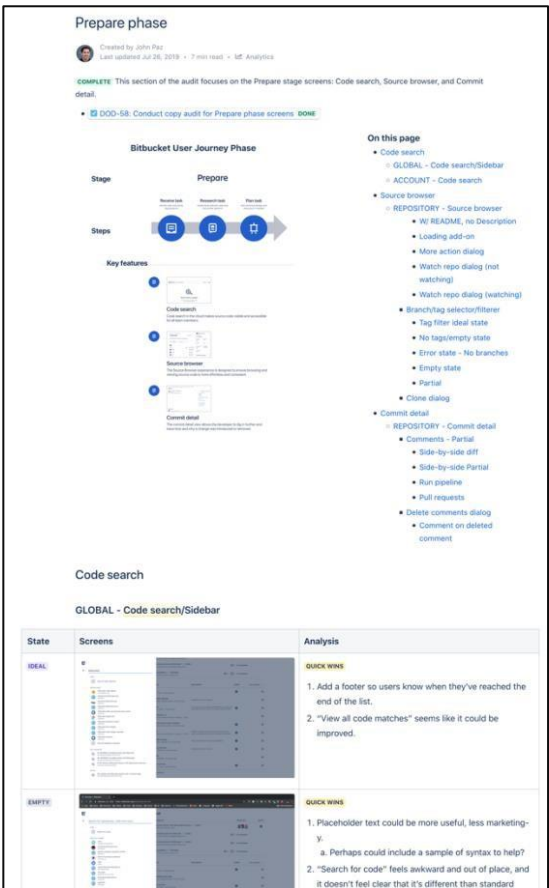- Jira issues
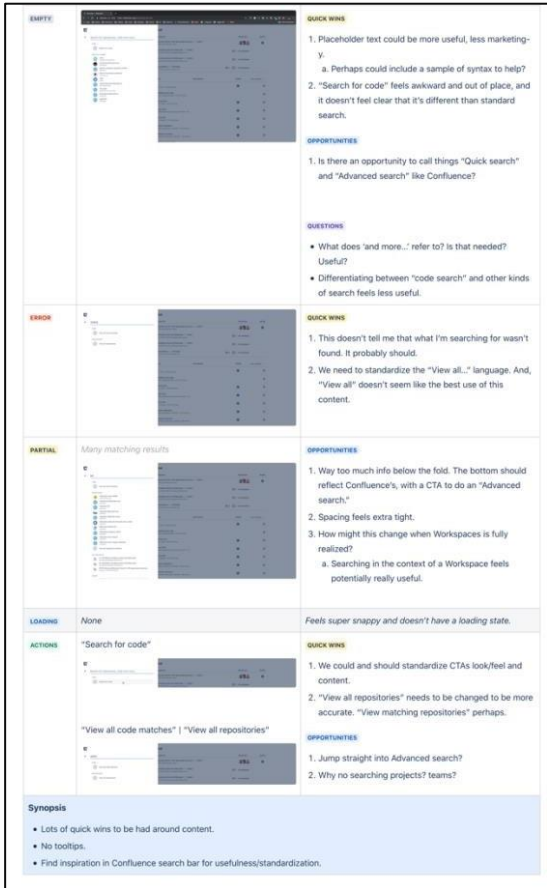- Bitbucket Pull requests

UX WRITING

USER RESEARCH

DESIGN THINKING

DOCUMENTATION

Outcomes | Audit Findings | Scoped Dev Work

Tracked the audit with Confluence. I worked my way through the interface taking screenshots and evaluating areas for improvement.

Tracked requirements for dev in Jira. I made mockups and provided the changes to make as requirements within the issues.

Key	T	Summary
BUS-294	🔴	Pipelines filters panel: fix filters panel position, fix the user's avatar (instead of the user's photo, we get an avatar with initials)
BUS-281	🔴	Pipelines filters panel: replace router Link with a custom component (AFP)
BUS-298	🔴	Fix spacing between "recent repositories" and repo cards
BUS-209	🔴	Global PR page - workspace tab: there is a random dropdown behind the table, and cannot switch filters
BUS-203	🔴	On the repo sidebar, the "Pipelines" and "Deployments" icons do not become blue when selected.
BUS-248	🔴	On file viewer, file row fill is not consistent when then viewport is taller than # rows
BUS-258	🔴	Code search in repo UI updates
BUS-215	🔴	"Code search in this repository" ends up in an error state, not an empty state
BUS-212	🔴	Repo/Source filter bar UI fix
BUS-266	🔴	Update disabled state in code search in source browser
BUS-220	🔴	Code Search - fix responsive behaviour
BUS-223	🔴	Source annotate - various fixes
BUS-267	🔴	The background page scrolls when there is a Jira issue bento overlay
BUS-268	🔴	Jira issue summary does not truncate in Your Work dashboard and Jira issues tab
BUS-229	🔴	Pull requests: Selected lines do not maintain highlighted state when refreshing or opening URL in a new tab
BUS-280	🔴	Increase width of "SSH/HTTPS" dropdown select to 96px
BUS-238	🔴	Source: clicking on files after clicking on search filter does not work.
BUS-296	🔴	Updated create repository page (this page is under FF): field labels aren't aligned with corresponded fields
BUS-42	🔴	Same diff multiple draft comments & browser warning for unsaved comments.

UX Writing/User Research Example

Bitbucket Cloud CoreX Content Audit

Outcomes | Recommendations

Recommendations for improvement were grouped according to themes. Chunking the work in this way helps to identify problematic patterns or general inconsistencies within Bitbucket Cloud's interface.

Mismatched expectations for 'Filter' and 'Search'

- In some parts of the UI we refer to looking for an object as "search," (code search) when the behavior is actually filtering.
- Defined the behavior and updated copy to be consistent in alerts, field labels, empty states, and error states.
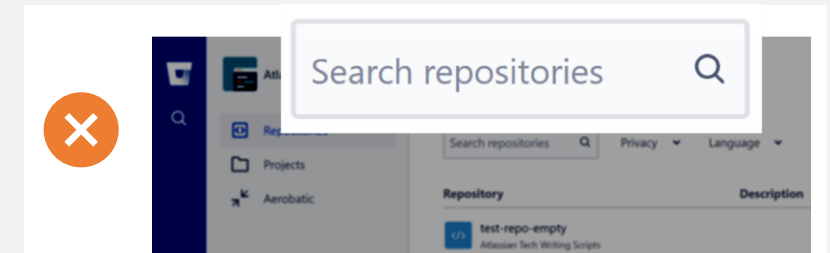
### Inconsistent use of menus, icons, and tooltips

- "More actions" menus are like a box of chocolates, you never know what you're going to get. Need to establish some patterns.
- This project helped to support a renewed emphasis on Bitbucket UX design by establishing patterns and creating style guides.

UX WRITING

USER RESEARCH

DESIGN THINKING

DOCUMENTATION
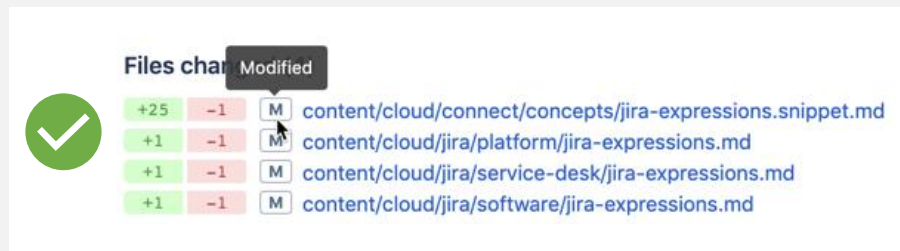
More About Me
A few quick things to note
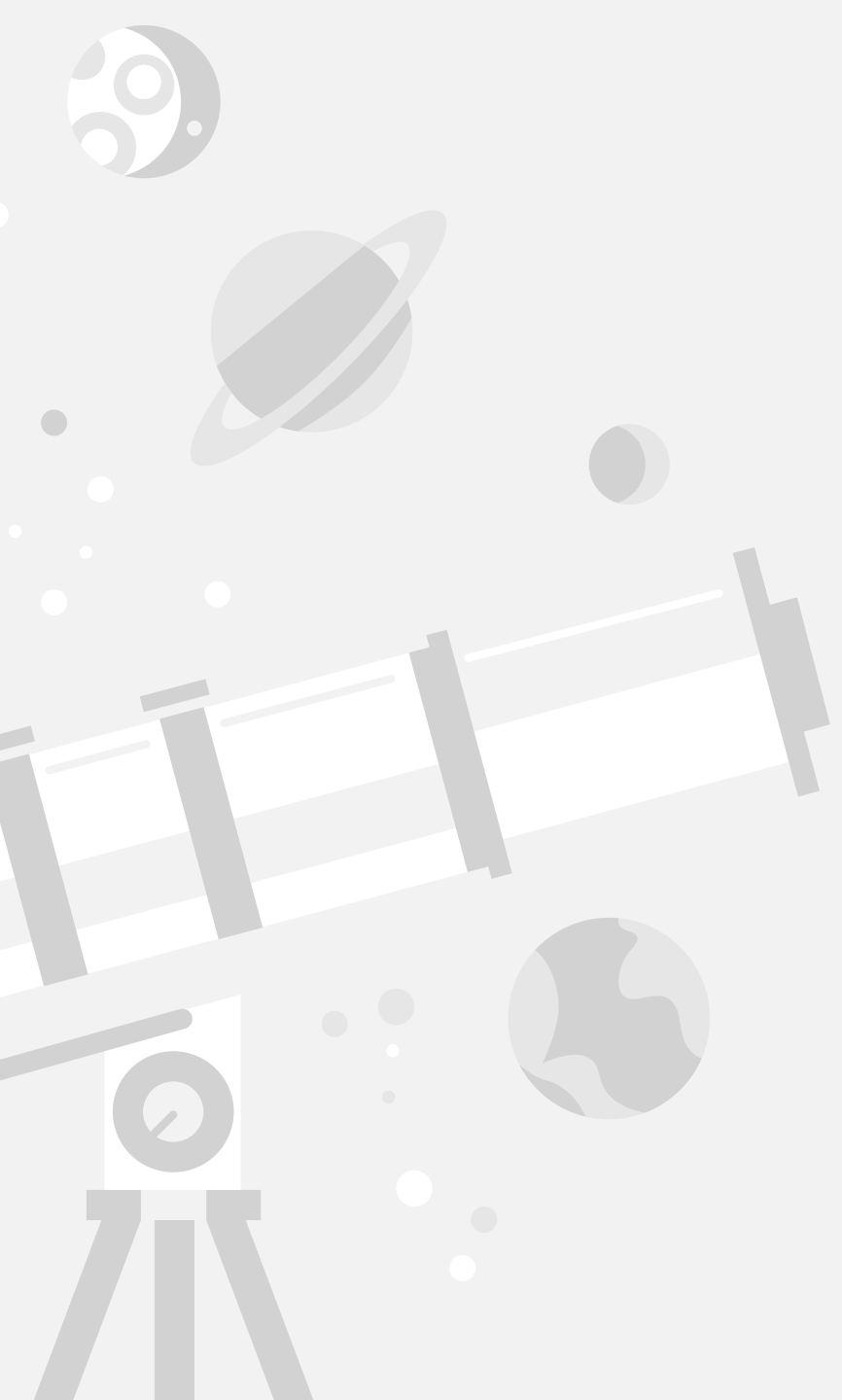
Public Speaking

More About Me

- **Telling stories is my favorite pastime.** I may be a Technical Writer/Content Design by day, but I'm a creative writer. I bring my passion for telling stories from the page to the stage. My experiences working in tech are usually at the center of my talks.

- **It all started with a 'Pipeline.'** My signature talk started with a simple Tweet about what being Black in tech looks like. All these years later and that experience is still driving people to my talks online, and to invite me to give the talk all over the world.

- **Talks for all stages, big and small.** I didn't start by giving talks to big audiences, and I still love to give more intimate presentations to smaller audiences about a wide range of topics, including: Agile, innovation, Tech Writing, Content Design, UX Writing, job hunting, and diversity.
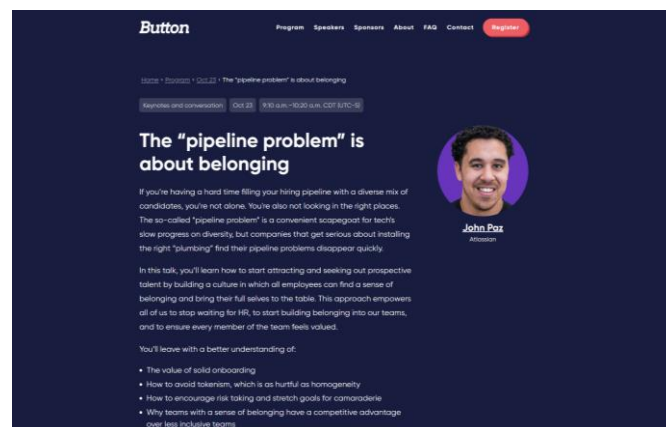
Atlassian Design Week 2019

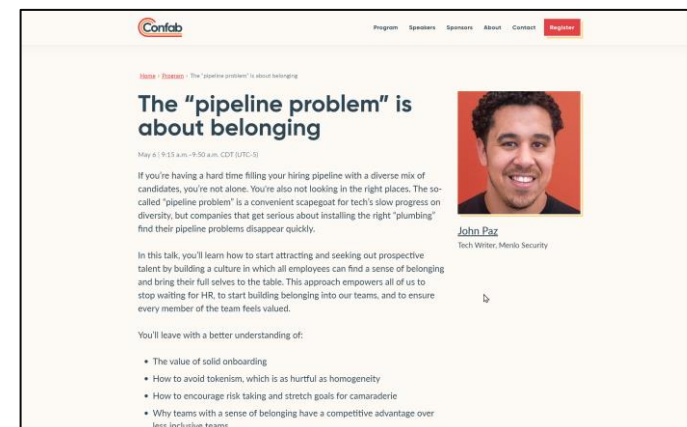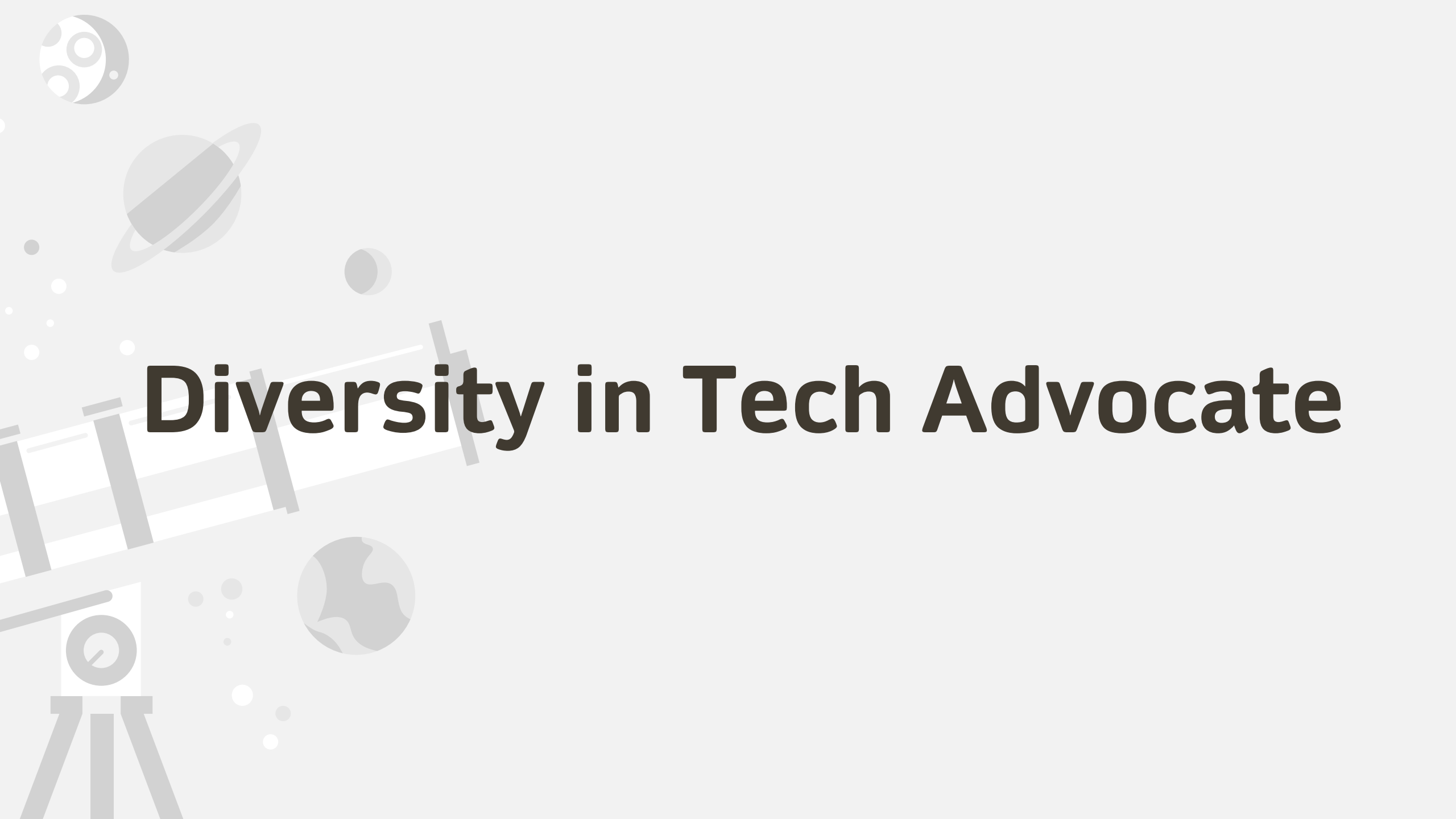paz.tips/john-presentation-building-belonging

Atlassian Summit 2019

paz.tips/pipeline-problem-summit-2019

Button (2020) *keynote speaker*

### Confab (2021) *keynote speaker*

Diversity in Tech Advocate

More About Me

Diversity Advocate

- **I make a conscious effort to expand my influence to increase my impact.** The messages from my presentations generate other opportunities for industry blogs and podcasts.

- **My unique perspective.** My personal identity consists of a few underrepresented groups, so I get requests for interviews from lots of tech-related or tech-comm-related blogs. I love to be interviewed! I am honored to act as a spokesperson for diverse voices working in tech, and it puts me in direct contact with people in my field I highly respect.

- **Emphasizing the benefits of mentorship to improve diversity and equity in tech.** I make a conscious effort to drive the conversations within tech companies to think deeply about how to be more equitable and increase representation of underrepresented people working in tech.
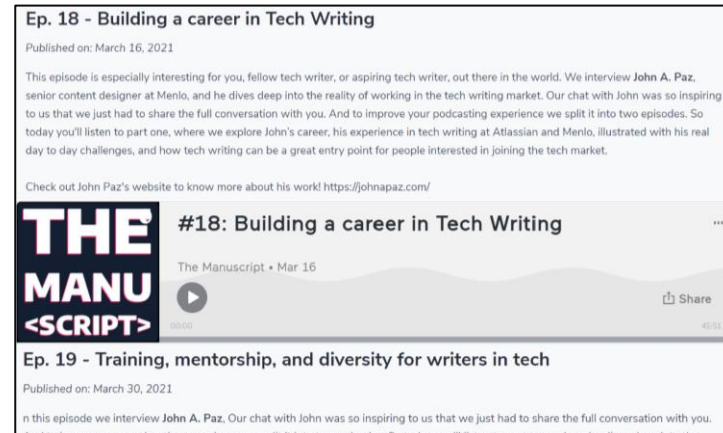
I'd Rather Be Writing (2020)
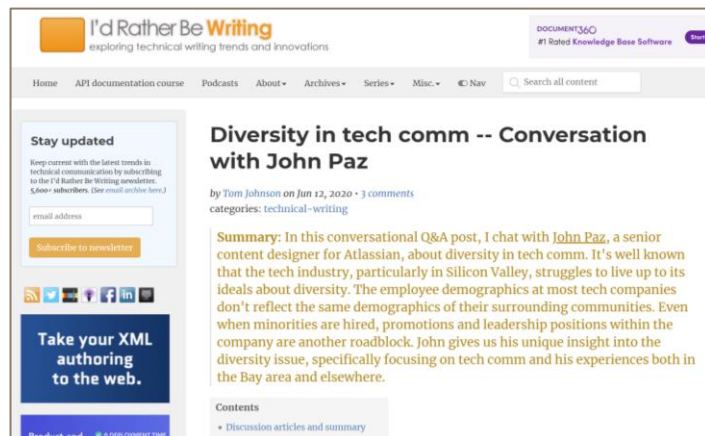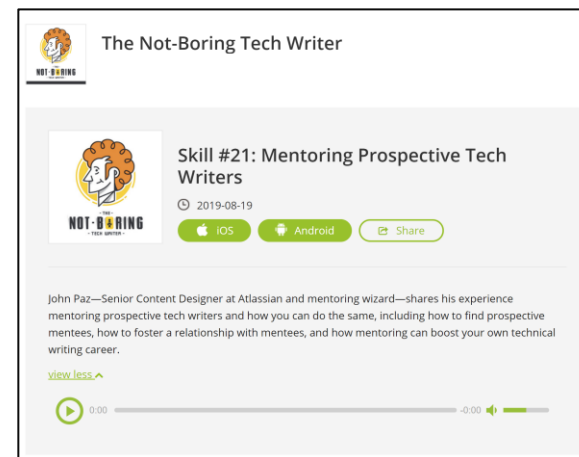

paz.tips/john-interview-idratherbewriting2020

The Manu\<Script> Podcast (2021)

paz.tips/john-interview-themanuscript2021

People of Color in Tech (2019)

paz.tips/john-interview-pocit2019

The Not-Boring Tech Writer (2019)

paz.tips/john-interview-thenotboringtechwriter2019

Get in touch

Look for more of my work online

paz.tips/johnpaz-linkedin

paz.tips/johns-online-portfolio

paz.tips/twitter-mrcontentdesign

Content Design Portfolio

Updated April 2024