


Ben Soriano

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Summary

Let's have a conversation!

Formal training in Google's UX writing style.

Experience writing help center and CX knowledge base content.

Experience as a technical marketing writer.

Experience writing user guides.

Experience managing UX studies teams.

Proven track record of collaborating cross-functionally with SMEs, developers, program managers, and engineers.

Strong experience collaborating with teams of writers, filmmakers, and graphic designers in a fast-paced, competitive business environment.

Knowledge of Chicago, AP, Apple, and Google UX writing style guidelines.

Knowledge of wireframing, flowcharting, timeline creation.

Tools include Lucidchart, Canva, Wireflo, Balsamiq, Smartsheet, MS Project, and Visio.

Experience

Communications and Technical writer. Google Global Data Centers

Tech-Pro, LLC

Jun 2020 - Present (8 months +)

UX Writing: Edit content for system user guides, write and edit content for internal team websites.

Produce wireframes, flowcharts, and project timelines. Tools include Lucid Chart, Balsamiq, Smartsheet.

Technical Writing: Write product interface UX content for modular DC design application. Edit Business Requirement Documentation. Edit user training manuals and guides. Write technical training content for the online training platform. Write and edit FAQs.

Communications: Write OCM playbooks, develop and execute OCM communications plans and strategy. Write monthly projects newsletters to stakeholders and leadership.

Editor / Writer

MANAGING MENTAL HEALTH IN THE SILICON VALLEY (Untitled book)

Sep 2018 - Present (2 years 5 months +)

Partnering with a leading mental health expert in the Silicon Valley to produce a book series on repairing mental health imbalances and building meaningful life goals in the high-stress, high-pace valley tech culture.

Technical Marketing Writer/ Program Manager. Global Business, Google Cloud Products

Tech-Pro, LLC

Oct 2019 - Jun 2020 (9 months)

Wrote blogs, micro blogs, and product launch announcement content. Translated complex Google Cloud Product technical information into accessible user content. Collaborated with Cloud product managers and program marketing managers across all GCP products, including GKE, Anthos, BigQuery, ComputeEngine, and AI Platform.

Trained in Google UX style guidelines. Produced 2-3 articles a week.



Content Editor (Hire by Google)

Tech-Pro, LLC

Apr 2019 - Jun 2020 (1 year 3 months)

Wrote and edited user guides, Salesforce support content, and CX knowledge base content. Edited help center content for tone, brevity, and comprehension.

Collaborated with SMEs, CX managers, Program Managers, and API developers to write technical and UX content. Managed knowledge base.

Working knowledge of Google's UX guidelines around style, brand tone, and localization. Tools include Balsamiq, Lucidchart, Camtasia.



Content Strategist

Academy of Storytellers

Feb 2019 - Feb 2020 (1 year 1 month)

Consulted for the CEO and marketing team to produce story-telling and marketing content for a leading professional filmmaker education community. Frame.io, Balsamiq wireframing.



Chief Fiction Editor, Content Editor, Copy Editor

Reed Magazine

May 2018 - May 2019 (1 year 1 month)

Managed a team of 12 fiction editors.

Edited, shaped, copy-edited, and proofread stories for publication.



Project Manager, UX Studies, Siri @ Apple, Inc.

e2f, inc.

Sep 2017 - Apr 2019 (1 year 8 months)

Managed a UX studies team to perform Siri UX studies. Collaborated with developers, engineers, data scientists, and UX researchers to improve Siri across Apple devices.

Wrote study guidelines.

Wrote technical documentation, protocols, scripts, and user guidelines.

Collaborated with program managers, engineers, and researchers to meet multiple, fast-paced Siri enhancement goals.

Managed all data collection activity.

Siri Linguist

Improved Siri comprehension of user inquiries. Adhered to strict Apple ML guidelines surrounding Siri interpretation of American English regional dialects, comprehension accuracy, and appropriate Siri response.



Contributing Journalist

Silicon Valley Business Journal

Jan 2009 - May 2014 (5 years 5 months)

Journalist and Op-ed Columnist. San Jose, Salinas, Monterey.

Wrote stories, features, and op-eds on technology and the Silicon Valley economy, including transportation, Silicon Valley housing, labor force topics, and global competition.

Cultivated relationships with tech CEOs, Bay Area think tanks, healthcare CEOs, and regional economists.

Covered Theranos, Elizabeth Holmes, Silicon Valley Chamber of Commerce, Apple Watch, Congressman Hakeem Jeffries, Dolores Huerta, and the UFW.

Education



Williams College

Bachelor's Degree, Psychology/ Political Science

Other courses included English, Experimental Statistics, Artificial Intelligence and Robotics, Russian, Spanish.



School of Arts and Culture at the Mexican Heritage Plaza

Professional Certification: Multicultural Arts Leadership

2010 - 2011



San Jose State University

Master's Degree—candidate, Creative Writing

2017 - 2021

Fiction. Nonfiction.

Skills

Creative Writing • Strategic Planning • Editing • Copywriting • Copy Editing • Software Development
• Marketing Strategy • Risk Assessment • Competitive Analysis • Public Policy

Honors & Awards



Fink Endowment Award--Excellence in Academics - San Jose State University

May 2019

Honored for my creative writing and my 4.0 GPA.



Phi Kappa Phi Honors Society - Phi Kappa Phi

May 2020

Nominated and granted membership due to academic achievements.



Knight Ridder Arts Leadership Grant - Knight Ridder Foundation

Jun 2011



Knight Ridder Arts Leadership Grant - Knight Ridder Foundation

Jun 2011

Arts activation strategic plan for San Jose.