Callum Ferreira Senior Technical Writer

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PROFILE SUMMARY

- **Senior Technical Writer** with **8 years** documenting accounting and retail software, now writing the **API guides** and **help center content** for **Xero**'s developer platform and its small business users.
- Works in **OpenAPI**, **Postman** and **Markdown** on **GitHub** for the developer docs, **Salesforce Knowledge** for help articles and **Figma** for diagrams, following the **Google developer documentation style guide**.
- Strongest in **API getting-started guides**, **reference descriptions written from the spec** and **help center restructures**, using engineer interviews and search data to decide what to write next.
- Partners with **4 product teams**, the API engineers and partner support, from API design reviews to the release checklist every feature has to clear.
- Mentors **2 writers** on API documentation, runs the docs review rotation and wrote the team's **API style rules** and shared glossary.

TECHNICAL SKILLS

Authoring & CCMS Tools:	Paligo, Oxygen XML Editor, Microsoft Word
Markup & Structured Formats:	Markdown, DITA, HTML, YAML
Help Centers & Docs Platforms:	Salesforce Knowledge, Confluence, ReadMe
API Documentation Tools:	OpenAPI, Postman, Swagger UI, curl, JSON
Editing & Style References:	Google developer documentation style guide, Microsoft Writing Style Guide, Vale
Graphics & Screen Capture:	Figma, Snagit, draw.io
Review, Translation & Analytics:	GitHub, Git, Jira, Google Analytics 4

EDUCATION

Victoria University of Wellington — **B.A. in Linguistics** — Wellington, New Zealand · Feb 2016 to Nov 2018

WORK EXPERIENCE

Xero — **Senior Technical Writer** — Wellington, New Zealand · Mar 2021 to Present

- Rewrote the getting-started guide for the **Xero Accounting API** around the OAuth 2.0 flow, with sample requests checked in Postman, cutting a new app developer's time to a first successful call from **47 minutes to 9**.
- Wrote reference descriptions for the payroll endpoints from the **OpenAPI** specs with the API engineers, filling in **140** fields that had shipped with no description at all.
- Took over the developer changelog and deprecation notices for **6** APIs, giving every breaking change a dated migration guide, and cut partner support tickets after API changes by **45%**.
- Restructured the bank feeds help into task, concept and troubleshooting topics, merging 70 overlapping articles and raising search success on bank feed queries from 49% to **68%**.
- Wrote the API docs style rules and a shared glossary with the product content team, cutting style comments per review from 11 to **2** across 4 product teams.

Vend — **Technical Writer** — Auckland, New Zealand · Dec 2018 to Feb 2021

- Wrote setup guides for **9** receipt printers, barcode scanners and cash drawers, tested on the hardware itself, which cut installation support calls by **41%**.
- Reorganized the retailer help center by store task instead of product menu, lifting self-service resolution from 52% to **74%** in a year.
- Moved **380** help articles to shared snippets covering the web and iPad registers, so one feature change meant 1 edit instead of 2.