

Shelly Wolfe

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About me

Content leader with 15+ years in technical writing, content design, UX research, and content strategy. Experienced in leading cross-functional teams, scaling content systems, championing Design Thinking, and delivering user-centered documentation for complex enterprise platforms.

Experience

Swrve (acquired by MessageGears), Remote - Senior Product Design Manager

January 2022 - February 2025 (Redundancy)

Led a cross-functional team of senior product and content designers supporting enterprise-scale mobile and email marketing solutions. Balanced strategic design leadership with hands-on ownership of content systems, documentation, and research practices.

- **Established a UX research and content strategy practice**, integrating qualitative and quantitative insights to guide product decisions, improve onboarding, and increase demo clarity—contributing to improved feature adoption and sales team effectiveness.
- **Redesigned platform-wide information architecture and navigation**, significantly reducing user friction across high-value workflows and increasing internal support team efficiency.
- **Scaled a new design system** to support a migration to React, introducing accessible UI standards and reusable content patterns that accelerated design output and improved consistency across 20+ product features.
- **Designed modular, cross-platform messaging workflows and technical documentation** that supported seamless integration of Swrve's mobile features into the MessageGears platform—enhancing customer adoption and reducing workflow friction.
- **Mentored team members** through structured career development plans and created operational processes (design sprints, documentation standards, tooling workflows) to improve consistency and collaboration across product teams.

Swrve, Dublin, Ireland - Senior Technical Writer/Technical Content Manager

July 2014 - December 2021

Founded and led Swrve's content design practice, owning the full content lifecycle for developer documentation, integration guides, and in-product UX copy. Partnered closely with engineering, product, and customer success teams to deliver scalable, developer-focused content aligned with platform goals and technical standards.

- **Built and launched Swrve's first developer portal** (developer.swrve.com), creating API references, SDK documentation (iOS, Android, Unity), and implementation guides that accelerated partner integration and supported strategic acquisition by MessageGears.

- **Designed end-to-end documentation for new integration APIs**, working directly with engineers to define schemas, create example payloads, and build intuitive developer workflows.
- **Modernized the Swrve Help Center** (docs.swrve.com), integrating API docs, SDK references, and user guides into a cohesive structure that improved discoverability and reduced reliance on support.
- **Created and maintained a content style guide and documentation standards**, ensuring consistency across cross-functional contributors and improving editorial efficiency.
- **Defined structured documentation workflows** using Markdown, Git, and Stoplight, with support for OpenAPI and Swagger specifications—enabling version-controlled, collaborative API documentation aligned with product release cycles.

Aware 360, Calgary, Canada - Technical Writer

October 2012 - February 2014

- **Designed and implemented the company's first embedded mobile help system** for the SafetyLink app, improving in-app user support and engagement. Worked closely with the senior app developer to provide input and feedback on all UI copy.
- **Modernized the documentation framework** by introducing a single-source content management system, using research-driven insights to optimize content efficiency and user experience.

Education

University of Limerick, Ireland - MA in Technical Communication & E-learning

2019 - 2021

Graduated with First Class Honours

Simon Fraser University, Canada - Certificate in Technical Communications

2011 - 2013

Skills

- **Content design leadership** – Advanced technical writing and content design skills, experienced in managing the entire content lifecycle from planning through publication for complex enterprise products.
- **User-centered research and strategy** – Skilled in conducting and synthesizing user research to inform product decisions and improve the overall user experience.
- **Tool proficiency** – Proficient with industry-standard tools for documentation, content design, and research (Markdown, Swagger/OpenAPI, Git/GitHub, Figma, Maze).
- **Team leadership** – Experienced in building, mentoring, and managing high-performing design and content teams in fast-paced, agile environments.
- **Project and priority management** – Strong ability to juggle multiple priorities, meet tight deadlines, and deliver high-quality work under pressure.

References

Available upon request.