


Ben Soriano

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Summary

Let's have a conversation!

Experience writing crisp microcopy for consumer and B2B users.

Experience with UX design processes, including persona development, qualitative and quantitative studies, mapping the user journey, surveys, and UI engagement.

Excellent UX wordsmith.

Experience with UI development.

Formal training in Google's UX writing methodologies and style guide.

Experience writing help center and CX knowledge base content.

Experience writing user guides.

Experience managing UX studies teams at Apple for Siri across all Apple devices.

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

Strong experience as a program manager 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, JustinMind, Smartsheet, MS Project, and Visio.

Experience

Content Strategist

Atlassian

Mar 2021 - Present (4 months +)

Develop, roll out, and manage content strategy.

Program manager, UX Writer and Strategist. Google Global Data Centers

Tech-Pro, LLC

Jun 2020 - Mar 2021 (10 months)

Write and edit UX content for software applications, website interfaces, system user guides, and online training courseware. Produce wireframes, flowcharts, and project timelines. Write UX content for modular data center design application. As program manager, work with software engineers, stakeholders, and design engineers to complete tasks and meet deliverable dates. Tools include Lucid Chart, Balsamiq, Smartsheet.

Program Manager, Content Strategist. Global Business, Google Cloud Products

Tech-Pro, LLC

Oct 2019 - Jun 2020 (9 months)

Wrote product-focused blogs, micro blogs, and launch content. Collaborated with Cloud product managers and program marketing managers across all GCP products.

Trained in Google UX style guidelines.



UX Content Editor (Hire by Google)

Tech-Pro, LLC

Apr 2019 - Jun 2020 (1 year 3 months)

Wrote and edited UX content and CX knowledge base content. Wrote and edited help center content and online training content.

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.



UX Content Strategist

Academy of Storytellers

Feb 2019 - Feb 2020 (1 year 1 month)

Consulted for the CEO and marketing team to study the UX journey, formulate content strategy, and produce UX content for a leading professional filmmaker education community. Frame.io, Balsamiq wireframing.



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 and online training content. Wrote technical documentation, protocols, scripts, and user guidelines.

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

User data collection and management.

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.

Senior Program Manager

TCT Technical Training Pvt. Ltd

Jul 2000 - Aug 2001 (1 year 2 months)

Managed implementation of B2B online training product for global client base of corporate IT users. Managed UX design and content, interface development, usage analysis. Performed user studies including, persona development, user surveys, and focus groups. Analyzed courseware usage and collaborated with SMEs and courseware designers to improve training content, delivery, and user incentives program.

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.



Abraham and Eleanor H. Bezanker Award -- Best Graduate Student Writing - San Jose State University

May 2021

Recognition for the department's best graduate student writer across various categories of writing. Nominated and selected by English Department and Creative Writing Department faculty.



3rd place: Legacy of Poetry Writing Contest - Poetry Center San Jose

May 2021

Awarded for poetry form, content, and presentation.