

Joe Wojak

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About

Senior Technical Writer specializing in documentation for robotics and AdTech SaaS. I distill complex technical systems and services, including software platforms and electromechanical systems, into clear, accessible manuals. Expert in building end-to-end writing strategies using Markdown, Git, and MkDocs to deliver precise documentation for products ranging from lab automation to cloud-based services.

Work Experience

Opentrons Labworks

Senior Technical Writer | February 2023–Present

Documentation Infrastructure & Lifecycle Velocity

Modernized the documentation ecosystem by engineering a migration to a Docs-as-Code framework utilizing MkDocs and GitHub. This architectural shift integrated technical writing directly into engineering sprint cycles, successfully reducing publication latency from weeks to days and enabling on-demand releases for global robotics platforms.

Hardware-Verified Service & Operational Manuals

Authored high-fidelity technical resources for flagship automated liquid-handling systems, including the 150-page [Flex Instruction Manual](#) and the 130-page entry-level [OT-2 Instruction Manual](#). Developed proprietary preventative maintenance guides and service manuals detailing PCBA specifications, electrical protocols, and complex hardware replacement procedures for field-service engineering teams. Managed printed and [online documentation for robotics modules and attachments](#) to ensure structural uniformity across all hardware accessories.

Technical Reference Maintenance & G-code Transparency

Supported the ongoing maintenance of Python API documentation to ensure alignment with laboratory automation updates. Focused extensively on surfacing "hidden" G-code protocols from deep within internal Git repositories, transforming low-level hardware logic into accessible, public-facing reference guides for advanced robotics customization and failure-state verification.

Spotify

Senior Technical Writer | 2017–2022

Internal Developer Experience (DX) & Service Discovery

Architected a centralized, self-service internal documentation ecosystem to facilitate autonomous service integration among highly interdependent engineering teams. By translating complex back-end system architecture and global ad-serving service logic into actionable guides, I eliminated cross-functional friction, removed development bottlenecks, and substantially reduced engineering onboarding times.

Governance & Technical Standards

Established company-wide documentation governance by co-authoring *The Spotify Technical Writing Handbook* and managing a unified corporate glossary. Spearheaded the creation of an internal Technical Writing Guild to coordinate cross-functional documentation projects, standardizing system nomenclature and drastically lowering cognitive load for developers navigating disparate infrastructure.

Adobe Systems

Senior Technical Writer | 2015–2017

Legacy Recovery & Audience Manager Documentation

Returned to Adobe to spearhead the structural recovery and overhaul of the Audience Manager documentation suite. Systematically audited and resolved a neglected backlog of open documentation tracking issues, modernized obsolete content architecture, and integrated comprehensive API reference material to align the product with modern enterprise delivery standards.

Product Self-Service & Support Optimization

Designed and scaled user-facing documentation ecosystems for the Adobe Marketing Cloud ID Service and the Marketing Cloud Device Co-Op. By converting sophisticated cross-device identity-

tracking logic into intuitive, clear, and scannable technical resources, I enabled successful consumer self-service and directly lowered engineering support ticket queues.

Global Team Scale & Technical Mentorship

Managed global documentation quality standards by establishing an international mentorship framework. Directly trained and collaborated with a junior technical writer based in Bucharest, Romania, implementing rigorous technical coaching and documentation lifecycle training that successfully prepared them to take over the lead writing role and ensure operational continuity.

Selected Prior Experience

2007–2015

- **Tapad:** Senior Technical Writer | First technical writer hired; designed the foundational documentation strategy for proprietary probabilistic, cross-device ad targeting systems and developer-facing REST APIs and mobile SDKs.
 - **Demdex (Acquired by Adobe):** Technical Writer | First technical writer hired; established the primary documentation architecture for the pioneer Data Management Platform (DMP), documenting core data-ingestion APIs and mobile integrations prior to its corporate acquisition.
 - **Right Media / Yahoo:** Technical Writer | Core documentation team member responsible for authoring technical manuals, UI workflows, and system infrastructure guides for the Right Media Exchange, an early automated online ad exchange platform.
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Technical Toolkit

- **Docs-as-Code:** GitHub, GitHub Actions, MkDocs (Material Theme), Sphinx, YAML, Markdown, Git Version Control.
 - **Specialized Content:** G-code Hardware Logic, Python API Maintenance, PCBA Specifications, Service & Maintenance Manuals, AdTech Architecture, Laboratory Automation.
 - **Authoring & Tooling:** DITA (XMetaL, Oxygen), Confluence, JIRA, HTML, Figma, draw.io.
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Education & Military Service

- **University of Mississippi:** Master of Arts (M.A.)

- **University of Missouri:** Bachelor of Arts (B.A.), *Cum Laude*
- **United States Army:** Fort Bragg, NC (Honorable Discharge)