

Patrick Leal

Technical Writer | Documentation Platform Specialist
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PROFESSIONAL SUMMARY

Technical writer and documentation teams leader with 25+ years of experience building scalable content systems across enterprise technology, clean energy, consumer hardware, and outdoor sports industries. Expert in MadCap Flare, JSON-driven architectures, and full-stack technical publishing. Skilled at bridging engineering, product, and business stakeholders to deliver effective documentation delivery platforms. Functionally proficient in JavaScript, PowerShell, and modern web technologies, combined with strategic leadership managing cross-functional technical publications teams. U.S. Marine veteran; active STC member since 1995. **I love leveraging new tools to create and deliver technical content.**

CORE COMPETENCIES

Documentation & Platforms	Development & Automation	Enterprise & Leadership
• MadCap Flare • API documentation • JSON schema design • HTML/CSS/JavaScript • Technical writing & editing • LMS/CMS administration	• Node.js • PowerShell • C# / .NET • PHP, jQuery • Claude Code • Build automation & scripting (Flare)	• SSO / OIDC / SAML architecture • Salesforce, ServiceNow, Okta • Cross-functional team leadership • Certification program development • Training curriculum design • Strategic planning & OKRs

PROFESSIONAL EXPERIENCE

Technical Content Development Manager | ChargePoint, Inc. • Campbell, CA Sep 2023 – Apr 2026

- ▶ Architected and built ChargePoint upgraded documentation portal: filterable, JSON-driven system using MadCap Flare, JavaScript, and custom Node.js (repetitive coding updates/enhancements done with Claude Code)
- ▶ Developed full-stack tooling ecosystem: JSON Editor MadCap Flare plugin, pre- and post-build scripts, and a static topic generator integrated into CI/CD pipeline
- ▶ Built front-end features including faceted filtering, file type iconography, language selector, feedback widget, and notification system
- ▶ Architected SKU search with pre-fetch architecture updated via PowerShell pulling from Salesforce via SOQL; implemented client-side regex pattern detection

SSO & Identity Architecture

- ▶ Managed development of OIDC-to-SAML connector bridging ChargePoint SSO with MadCap Flare's SAML-only authentication, enabling seamless external user access to documentation platforms
- ▶ Mapped disconnected SSO systems and presented strategic consolidation recommendations to executive leadership
- ▶ Collaborated with SSO engineering on Okta integration, SCIM provisioning, and identity federation across internal and external authentication systems
- ▶ MadCap Flare migration to MadCap Syndicate (née Xyleme Syndicate)

Collaboration & Process Improvement

- ▶ Led cross-functional crisis management for broken QR codes, coordinating remediation across Arena (PLM), Seismic (DAM), and print vendor teams
- ▶ Integrated documentation systems with Salesforce, Seismic, ServiceNow, PTC Arena, Prolydian, LearnUpon, and Tableau for automated content delivery and analytics
- ▶ Developed strategic frameworks: SWOT analysis, goal-setting, and OKR systems for Technical Publications, Certification, and Training teams
- ▶ Explored AI/ML use cases for Technical Publications workflows; internal Technical Library chatbot developed using Tech Pubs collateral; rollout to ChargePoint Installer app was imminent

Technical Writer III | Zero Motorcycles • Scotts Valley, CA Feb 2021 – Feb 2023

- ▶ Created internal software documentation supporting CAN-based electric motorcycle development; migrated DITA-based legacy documentation to structured XML for increased portability
- ▶ Installed and validated software on proprietary hardware platforms
- ▶ Managed and deployed documentation using Confluence (Scroll PDF Exporter); tracked projects in Jira
- ▶ Collaborated with SMEs to validate accuracy and deploy documentation to various audiences

Technical Documentation Manager | Sleuth • San Francisco, CA Mar 2020 – Dec 2020

- ▶ Created online documentation for a SaaS DORA metrics application (help.sleuth.io)
- ▶ Coordinated collateral releases with engineers to ensure synchronicity with product deployments
- ▶ Deployed and maintained markdown-based online help system to Git repo; markdown content deployed to Gitbook

Technical Communications Manager | Specialized Bicycle Components • Morgan Hill, CA Sep 2008 – Feb 2020

- ▶ Created, curated, and deployed technical collateral to Specialized retailers and service centers worldwide
- ▶ Managed 4,500+ product pages on the Technical Service Website (TSW)
- ▶ Used PHP, JavaScript, and HTML/CSS to maintain and extend the TSW; collaborated with IT/Web Dev to migrate to corporate servers; developed automated pipeline for then-novel type-as-you-search cloud service (Algolia)
- ▶ Created and edited technical service videos for worldwide retailer and service center corps

Suspension Communications Specialist | Specialized Bicycle Components • Feb 2008 – Aug 2009

- ▶ Created and maintained service website for Specialized retailers
- ▶ Produced video material and technical bulletins for suspension service campaigns
- ▶ Created suspension copy for SBCU suspension service classes

Technical Writer | Castelle • Morgan Hill, CA Oct 2006 – Jan 2008

- ▶ Developed administrator and user guides for network fax server products using FrameMaker; single-sourced using FrameMaker's conditional formatting functionality
- ▶ Migrated FrameMaker documents to MadCap Flare (XML source) for online and Microsoft help (F1)
- ▶ Managed portions of the corporate website and authored release notes for software revisions

Technical Writer | FOX Factory • Watsonville, CA Oct 2004 – Oct 2006

- ▶ Managed creation of high-end mountain bicycle and off-road vehicle suspension owner's manuals, service manuals, and service videos; coordinated translation into foreign languages
- ▶ Collaborated with engineers for technical accuracy; produced addenda, errata, and inserts as required
- ▶ Created how-to videos for the corporate website in collaboration with marketing

Desktop Publications Specialist | ICS, Inc. • San Jose, CA Oct 2001 – Oct 2004

- ▶ Created and distributed company documentation; supported ISO 9000 collateral
- ▶ Maintained library of semiconductor data sheets, illustrations, and data books
- ▶ Developed Visual Basic database updates to support various company initiatives

Technical Writer | RockShox • San Jose, CA Apr 1999 – Sep 2000

- ▶ Created customer-facing documentation for bicycle suspension components
- ▶ Created and maintained library of thousands of semiconductor device data sheets, illustrations, and data books
- ▶ Developed Visual Basic applications and database updates to support various company initiatives

EDUCATION

B.A., English / Technical Writing (Certificate) • San José State University

TECHNICAL SKILLS & TOOLS

Documentation: MadCap Flare/Flare Online, Adobe Suite, RoboHelp, FrameMaker, k15t Scroll PDF Exporter for Confluence

Development: JS/CSS/HTML, Node, PowerShell, C#/.NET, WPF, PHP, XML, VB, Claude Code

Platforms & Tools: Jira, Confluence, Salesforce, Okta, Seismic, PTC Arena, Articulate, LearnUpon, Prolydian

Media: FCPX, Premiere, Motion, Compressor

ADDITIONAL INFORMATION

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- ▶ Former U.S. Marine (1990–1998), Hawk Missile Technician (honorably discharged)
 - ▶ Member of the Society for Technical Communication (STC) since 1995
 - ▶ Fluent in Portuguese (Brazilian), oral and written; conversational Spanish