

Don Gosselin

Product Content Engineer | GenAI Content Strategy AI Experiences | Content Quality Systems

San Francisco Bay Area, CA

(707) 287-3818

don@dongosselin.com

<https://www.linkedin.com/in/dongosselin>

Portfolio: <https://www.dongosselin.com>

Summary

Senior content engineer and AI content strategist with 20+ years of experience creating scalable content systems, quality frameworks, and user-centered experiences across Meta, Google, Intuit, and Microsoft. Experienced working with generative AI tools to develop, evaluate, and optimize AI-generated content workflows, including knowledge systems, AI documentation, and emerging AI developer experiences.

Specializes in developer platforms, AI/ML systems, APIs, and internal engineering tools. Combines hands-on technical writing with content architecture, information design, and cross-functional leadership to deliver documentation that improves usability, accelerates adoption, and supports product scalability.

Applies extensive editorial judgment and content quality expertise to evaluate, structure, and scale complex technical and AI-generated content experiences.

Operates as a content systems architect and strategic partner to engineering, product, and design teams. Known for transforming fragmented documentation into structured, scalable systems that improve developer productivity and platform adoption.

Skills

Content Systems & Taxonomy

Designed and implemented metadata and taxonomy frameworks to improve content organization, searchability, and reuse across documentation systems. Applied tagging strategies and classification models to support scalable knowledge management.

Generative AI Content & Evaluation

- AI-generated content evaluation (text, image, and multimodal experiences)
- Prompt development and refinement
- Content quality frameworks and scoring rubrics
- Human evaluation methodologies
- AI output assessment and editorial review
- Dataset annotation quality standards
- Bias, safety, and responsible AI considerations

- AI workflow optimization

Documentation & Technical Writing

20+ years of experience authoring API and developer documentation using Markdown, AsciiDoc, XML/DITA, Oxygen, FrameMaker, and Visio. Deep expertise in docs-as-code and structured content formats, including JSON and YAML.

Content Design

Extensive experience designing and delivering structured, user-centered content for engineering, AI, and software development teams, with a focus on usability, discoverability, and stakeholder engagement.

Software Engineering & Development

Strong understanding of software engineering principles and object-oriented programming, including Java and C++.

Web Development & Data Exchange

Proficient in front-end (HTML, CSS, JavaScript, jQuery) and back-end technologies (PHP, .NET, C#, Python, Go). Experienced with JSON and RESTful APIs for structured data exchange.

Database Management

Extensive experience with relational databases, including Oracle Database, SQL Server, and MySQL.

Digital Asset Management (DAM)

Experience structuring and maintaining documentation libraries, static websites, and knowledge bases. Skilled in content lifecycle management, metadata organization, and discoverability using GitHub, MkDocs, internal wikis, and CMS platforms.

Cloud Technologies

Strong understanding of cloud platforms and services, including AWS and Azure.

Security & Identity Management

Broad knowledge of security frameworks and identity management systems.

Collaboration Tools

Administrative proficiency with Azure DevOps; experienced with Git, GitHub, and GitLab for repository and workflow management.

AI & Machine Learning

Solid understanding of generative AI and machine learning concepts, with experience using tools such as ChatGPT, Microsoft Copilot, and Google Gemini.

Communication & Leadership

Exceptional interpersonal skills with a proven track record of mentoring teams and collaborating cross-functionally across engineering, product, and design.

AI & Creative Technology Experience

- Hands-on experience using generative AI tools including ChatGPT, Claude, Gemini, and Microsoft Copilot.
- Experience evaluating AI-generated outputs for accuracy, usability, clarity, and audience effectiveness.
- Developed AI knowledge bases, structured content systems, and workflow automation approaches.
- Experience supporting AI engineering teams, developer platforms, and emerging AI products.
- Familiarity with multimodal AI concepts, including AI-generated text, images, video, and retrieval-augmented generation workflows.

Professional Experience

Independent Consultant – Technical Communications & Content Systems

Various Clients — 2023–Present

- Delivered senior-level engagements focused on documentation architecture, developer platforms, and AI systems across leading technology organizations.
- Partnered with engineering leadership to define documentation strategy, architecture, and scalable content systems across multiple organizations.

Google – Senior Content Designer

Mountain View, CA | September 2025–March 2026

- Designed and delivered internal and external developer documentation for Reader Revenue Manager (RRM), enabling engineering teams and partners to more effectively implement and support revenue-related features.
- Structured and maintained internal documentation systems using Markdown and Google's internal tooling (Cider, Critique), improving content organization and accessibility for cross-functional teams.
- Collaborated with engineering and product teams to improve AI-assisted content workflows and establish scalable documentation standards.

Intuit – Senior Content Designer

Mountain View, CA | March 2025–June 2025

- Designed and delivered internal AI developer documentation enabling engineering teams to mature data assets and implement scalable development practices across multiple initiatives.
- Developed AI content strategies and knowledge experiences for Intuit GenStudio, including structured playbooks, knowledge bases, and scalable content workflows supporting generative AI adoption.

Microsoft – Program Manager/Senior Technical Writer

Remote | October 2024–February 2025

- Supervised a team of five technical writers and SharePoint designers, managing feature backlogs, work prioritization, and cross-functional collaboration through Azure DevOps.
- Developed structured documentation, including SOPs, onboarding materials, and internal process documentation for cross-functional engineering and operational teams.
- Applied metadata and taxonomy principles to organize documentation and improve accessibility within SharePoint and Azure DevOps ecosystems.
- Mentored team members to achieve project milestones, ensuring alignment with strategic goals and leadership expectations.
- Developed and optimized high-impact documentation, including standard operating procedures and monthly business reviews, improving stakeholder engagement and decision-making.
- Extensive use of generative AI with Microsoft Copilot.

Meta – Lead Documentation Engineer V (Senior Technical Writer)

Burlingame, CA | April 2024–September 2024

- Partnered with Reality Labs engineering, product, and design teams to develop scalable content experiences supporting AR/VR/MR products and emerging technologies.
- Created structured content frameworks, guidelines, and documentation systems that improved consistency, discoverability, and user understanding across complex technical workflows.
- Evaluated AI-assisted content creation workflows using Meta internal AI tools, including MetaMate, to improve content development efficiency and quality.
- Applied editorial judgment, taxonomy, and content modeling principles to organize complex technical information for diverse audiences.
- Supported zero-to-one product initiatives in ambiguous emerging technology environments, partnering with engineering and product teams to establish scalable content solutions and quality standards.
- Developed evaluation criteria and quality guidelines to improve consistency, accuracy, and scalability of AI-assisted content workflows.

Google – Senior Technical Writer IV

Remote | August 2023–October 2023

- Developed public-facing API documentation for Data Commons, improving accessibility and usability of large-scale open knowledge graph datasets for developers and researchers.
- Modernized the documentation pipeline using GitHub, Jekyll, and Markdown, enabling more efficient content updates and improving maintainability of technical documentation.

State of California – Senior Technical Writer

Remote | July 2023–September 2023

- Developed the California Department of Managed Health Care’s Technical Recovery Plan and standard operating procedures, ensuring compliance and operational efficiency.

Selected Full-Time & Long-Term Roles

Google/YouTube – Senior Technical Writer (Contract)

Mountain View, CA | July 2021–November 2022

- Developed API documentation for YouTube and Android Partner Engineering teams, simplifying integration workflows and improving developer adoption.
- Applied expertise in Markdown, HTML, and CSS to create and manage content while utilizing proprietary documentation tools like Cider and Critique.

Cisco Systems – Project Specialist (Contract)

San Jose, CA | February 2020–July 2021

- Collaborated with the Cisco DevNet team to develop API documentation, enabling developers to effectively utilize Cisco’s networking platforms.
- Managed documentation repositories using GitHub and ensured timely content delivery through streamlined workflows.

WhiteHat Security – Technical Communications Manager

San Jose, CA | October 2018–February 2020

- Directed the end-to-end documentation lifecycle for security products, overseeing writing, editing, quality control, and budgeting for all content.
- Spearheaded the migration from MadCap Flare to an AsciiDoc-based production system, reducing publishing times and improving documentation consistency.
- Managed a team of technical writers, ensuring deliverables met both technical and customer requirements.

Apple – Communications Specialist

Sunnyvale, CA | June 2017–October 2018

- Created and managed internal content for the Information Systems and Technology team, focusing on security communication for Apple engineers and developers.
- Leveraged HTML, CSS, and proprietary CMS tools to maintain high-quality content and branding standards.

Oracle – Documentation Director

Redwood Shores, CA | October 2009–September 2015

- Oversaw a distributed documentation team for Oracle Fusion Middleware Identity Management, scaling operations across multiple countries while improving content quality and team efficiency.

- Established a documentation team in India, scaling operations from 0 to 19 writers while improving productivity and cost efficiency.

Oracle – Documentation Manager III

Redwood Shores, CA | January 2007–September 2009

- Managed the integration of documentation teams from multiple acquisitions, standardizing processes and delivering cohesive, high-quality content.
- Cultivated a team with high morale and minimal attrition, delivering projects on time and within budget.

Oracle – Principal Technical Writer

Redwood Shores, CA | January 2003–December 2006

- Wrote and edited Java and C++ API documentation for Oracle Fusion Middleware's identity management products.
- Automated documentation production using custom scripts, increasing efficiency and accuracy.

Published Works

Course Technology/Cengage Learning, Boston, MA

- *JavaScript* (Editions 1–6)
- *PHP Programming with MySQL* (1st and 2nd Editions)
- *Developing Web Pages with jQuery*
- *Microsoft ASP.NET Development with C# and SQL Server*
- *Microsoft Visual C++ and Visual J++ titles*
- *Principles of HTML, XHTML, and DHTML*
- *XHTML Comprehensive and Introductory*
- *Web Warrior Guides to Web Programming and Web Design Technologies*

Education & Certifications

Bachelor of Science in Computer Science (*In Progress*)

Western Governors University

Associate in Letters, Arts and Sciences

Pennsylvania State University — University Park, PA

Certificate in Editing

University of Chicago Graham School — Chicago, IL

[Certified ScrumMaster®](#) — Online

Scrum Alliance

[AI Developer Professional Certification](#) — Online (includes AI Fundamentals, Machine Learning, Deep Learning, NLP, and related specialties)

IBM