

Maximillian V. Phillips

Dallas, TX — max@maxvphillips.com — maxvphillips.com

SKILLS

- **Content Strategy & UX:** Content Analytics, Information Architecture, User Journey Mapping, Style Guides, Content Component Libraries, User Research & Testing
- **Docs-as-Code & Development:** MDX/Markdown, Git, Astro, HTML/CSS, TypeScript, Python
- **Tools & AI Workflows:** Amplitude, Figma, Jira, Confluence, Miro, AI Prompt Engineering

EXPERIENCE

Technical Writer

January 2023 – Present

Cloudflare • Remote

- Reduced manual maintenance overhead by developing AI content maintenance system to detect dashboard changes and automatically update inline screenshots and videos on docs site.
- Unified enterprise Zero Trust docs and product user experience by leading data-driven IA strategy for 7-person writing team, migrating 600+ docs pages and clarifying 1,000+ UI instructions.
- Serve as primary point of contact for open source Cloudflare Docs site to triage feedback and drive consistent content decisions with cross-functional partners.

Tech Writer Intern

May 2022 – August 2022

Cloudflare • Remote

- Served 3M+ unique monthly visitors by creating documentation for web performance product.
- Unified user experience across product docs by implementing extensible Hugo site components.
- Promoted accessibility and inclusion by advocating for refined language and site improvements.

Research Assistant

October 2021 – December 2022

Pitt Computational Social Dynamics Lab • Pittsburgh, PA

- Established guidelines for consistent interpretation of language between researchers to investigate impact of mass media and social media on regional civic action in the United States.

Endpoint Technician

October 2021 – December 2022

University of Pittsburgh Information Technology • Pittsburgh, PA

- Coordinated 16-person IT staff to deploy critical information systems infrastructure in accordance with industry standards for 200+ academic institution members.

AWARDS

Best Unified Enterprise Developer Portal

November 2025

DevPortal Awards • Cloudflare Docs

- Led unified Cloudflare One documentation experience efforts to serve enterprise users.

EDUCATION

Bachelor of Science, Digital Narrative and Interactive Design

December 2022

University of Pittsburgh • Summa Cum Laude