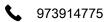# Shaquil Hansford

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Summary

With 10 years of coding experience, and nearly two years technical writing for startups, I write documentation and articles that keep customers active and informed.

My specialty is empowering your customers to make use of your tools. I do that by studying your product, talking with your engineering team, and putting your hard work into easy words your customers can understand.

These skills also make me an excellent copywriter and content marketer. Work with me and your ideal customers will not only see your product more, but immediately understand why they need it.

Let's connect.

Experience

Technical Writer

TakeShape

2021 - Present (1 year 5 months +)
In just over a year at TakeShape, I have taken them from nothing to a content-rich, comprehensive docs site. At TakeShape I own and maintain the docs site, lead email marketing, and produce videos and articles.

https://app.takeshape.io/docs/

● Self-planned and self-directed the growth of their docs site from a few articles to over 30 guides.

● Reported and communicated multiple UX issues and user-facing high-priority bugs to the engineering team with bug tickets that included video, GIFs and reproduction steps.

● Led their email-marketing campaign, including onboarding, re-activating cold leads, and segmented promotions.

Researcher

LI.FI

2021 - 2022 (2 years)
At Li.Finance, I collaborated with the marketing and research teams to produce educational and selling content that drove up usage of the company's product. Li.Finance owns a Decentralized Finance protocol and TypeScript SDK that enables users to trade crypto assets from any EVM blockchain to any other EVM blockchain.

My articles and guides brought us new connections in the Web3 industry, grew our discord community, and drove up downloads of our SDK.

Back-End Developer / Technical Writer

Prolific Digital

2021 - 2022 (2 years)

At Prolific, I built a TypeScript SDK for headless e-commerce Drupal store developers. I also led writing the technical documentation for the SDK in GitBook. I worked closely with a development team as well as the clients, running a few client meetings when our team lead was unable to make it.

Freelance Graphic Designer

Self Employed

2017 - Oct 2020 (3 years 10 months)

As a contracted designer, it was my job to handle all aspects of the business. This included acquiring customers, working with them to determine their needs, and providing them with market-ready, professional end-products.

- Sought out customers through cold-calls, emails, and advertisements.

- Communicated back and forth with customers until their requirements were clear and the project could be started.

- Worked with customers to adjust each draft in the process to their desires.

- Produced web presences for clients, including social media images, album cover arts, and promotional posters.

- Used Adobe Photoshop, Adobe Premiere and Adobe After Effects

Videographer

Self Employed

2017 - 2019 (3 years)

As a contracted video editor and director, I had to handle production tasks at all levels of the process. This included storyboarding, location-searching, equipment management, video direction, video editing, and other major skills.

- Discovered and acquired customers through active cold-calls, emails and advertisements.

- Worked with customers to plan shooting schedules, video concepts and budgets.

- Directed and filmed music videos at various locations.

- Edited videos to customer-specified requirements.

- Worked in Adobe Premiere, Adobe After Effects, and Adobe Photoshop

Retail Shift Supervisor

Walgreens

2012 - 2017 (6 years)

As a shift supervisor for Walgreens, I juggled many different roles. This often occurred at an understaffed location where I had to react to situations immediately, autonomously, and appropriately

- Guided customers through finding good discounts and deals to maximize their purchases.

- De-escalated situations with stressed customers and resolved their issues.

- Organized stock rooms and shelves for efficiency and cleanliness.

- Handled high volumes of customers during peak-traffic hours

Education

William Paterson University of New Jersey

Computer Science

2010 - 2014

Still not complete. Took academic hiatus due to family health and financial issues.

Skills

TypeScript • E-Commerce • Next.js • Agile Web Development • Agile Environment • GraphQL • Markdown • Git • Cross-cultural Communication Skills • User Experience (UX)