

Rich Haines

Developer education, docs systems, and agent UX for complex products.

Contact

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Profile

I lead documentation and developer education at Vercel from Sweden, managing the docs team and working across Vercel, Next.js, AI SDK, and Turborepo. My work sits between docs platforms, information architecture, internal AI tooling, and agent/model-facing content systems.

Technical: TypeScript, React, Next.js, Markdown, Git, CI, APIs/SDKs, AI SDK, LLM APIs, docs-as-code workflows.

Selected Impact

- Led agent-readable documentation initiatives across Vercel properties, including llms.txt, markdown content negotiation, copy-as-prompt, and AI-friendly 404s.
- Increased AI-agent documentation adoption from roughly 20% to 70%+ in three months, with weekly markdown requests growing 72x and 75% of docs requests coming from AI agents.
- Built internal AI agents and docs intelligence systems for AI-assisted content creation, stale detection, quality checks, feedback triage, Slack issue routing, and AI traffic analysis.
- Built, hired, and managed the docs team, led the Vercel docs redesign, and helped develop the docs-as-code platform used across Vercel, Next.js, AI SDK, Turborepo, and 10+ content sites.

Experience

- Director of Documentation, Vercel (2021 - Present, Remote, Sweden): Lead documentation and developer education across Vercel, Next.js, AI SDK, and Turborepo, including platform work, team building, launch support, and agent-first documentation systems.
- Technical Writer, Prisma (2020 - 2021, Remote, Sweden): Created product education and technical content for Prisma's developer tooling ecosystem.
- Software Engineer, Clavister (2016 - 2020, On-site, Sweden): Worked across front-end development and product engineering, which still informs how I approach technical education work.
- Freelance web developer and founder, SideRoot (2012 - 2018, Sweden): Built websites for clients and created wooden sunglasses company SideRoot, growing it from concept to a 249%-funded Kickstarter-backed e-commerce brand.

Education

- Higher Vocational Diploma, .NET Software Development, Yrkesakademin (2016 - 2018): C#/.NET, SQL, database architecture, object-oriented programming, web development, and agile practices. Graduated with VG, the highest grade awarded.
- BA, Film and Broadcast Production, London Metropolitan University (2005 - 2009): Focused on script writing and creative writing. Graduated with 2:1 honours.