

Education

Master of Arts (MA)

Linguistics

Northeastern Illinois University

Master of Arts (MA)

Design

Barcelona School of Art & Design

Bachelors of Arts (BA)

International Studies

Loyola University Chicago

Languages

English (Native)

Spanish (C1)

Dutch (B2)

Korean (B2)

Summary

I'm a data-driven UX writer who enjoys simplifying complex concepts into easy, conversational language. I'm especially interested in fostering positive and productive writer / designer collaborations, and creating advocates for content-led design. **Can I use Figma? Absolutely.**

Experience

Senior UX Content Designer

iDeals (Remote, contract)

June 2023 – Present

I'm the first UX Writer on the iDeals Board product, which provides a secure virtual meeting room tailored to board meetings for Fortune 500 companies and more. We'll be ready to launch in September 2023.

Core Senior UX Writer — Growth Product

Toptal (Remote)

May 2023 – Present

I work on client-facing marketing landing pages to improve conversion through close collaboration with marketing and creative strategy stakeholders, and advocating for data-driven UX writing.

- Creating consistent terminology across the client user journey
- Defining content-led processes on a product new to UX writing collaboration
- Mentoring mid-level UX writing counterparts in writing, presentation, and advocacy skills

UX Writer II

Booking.com (Hybrid – Amsterdam, Netherlands)

January 2022 – Present

I led UX writing and content strategy for products that help connect properties with property management systems.

- Improving conversion on connectivity tooling for Booking's properties by more than 30%
- Reducing accidental disconnects by approximately 25%
- Establishing a content-first design culture across the product track
- Identifying content audit needs and creating a governing content strategy
- Collaborating with product teams to create and iterate on products and solutions that support our partners' business needs

Content Specialist, Product Support

Figma (Remote)

February 2019 – January 2022

- Led content design of the support team's internal knowledge base
- Collaborated cross-functionally with design, engineering, and marketing to regularly validate knowledge base content as new features roll out
- Designed content for support team training curricula
- Crafted documentation to help the support team standardize its user-facing tone as it forms a part of Figma's brand voice

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Experience, continued

Freelance UX Writer

Toptal (Remote, contract)
June 2019 – January 2022

I provided clear and helpful copy to guide users across a variety of products in an agency setting. Some of my roles and projects have included:

- Content Designer for blockchain-based mobile wallet app with Arizona State University
- UX Writer - Design Systems for telemedicine solutions with Babylon Health
- UX Writer for a COVID financial benefits verification platform with Steady Platform, Inc
- Content Designer for an eLearning platform with Prudential Asia

UX Mentor

Bloc / Thinkful (Remote)
July 2017 – July 2021

- Mentored Designer Track apprentices in UX Design Fundamentals
- Met with up to 9 students weekly via video chat for 1:1s
- Provided constructive feedback on student projects and case studies
- Answered tooling questions, taught best practices, and introduced research and testing methods

Product Designer

ATTN: (Los Angeles, California)
October 2017 – November 2018

- Established the UX Copy guide, which outlined the voice and tone of ATTN: product copy
- Lead designer on TrueView, an internal prototyping tool for content creation teams
- Co-designed the ATTN.com website to address the company's shift in target audience
- Helped establish a culture of user research by leading the internal personas project, which streamlined the Product team's processes in creating new products for internal stakeholders