

Work **Carvana** UX Writer

Apr 2024 - Present

My work supports a 33% YoY increase in car sales and \$1.4 billion in annual revenue. I also develop collaboration and documentation processes while shaping the UX writing practice at Carvana.

Responsibilities include:

UX writing across across web, native, mobile web, email and SMS

Owning and maintaining our UX Writing Guide

Partnering with the Design Systems team to create, deliver and maintain UX writing guidelines

Partnering with engineers to maintain and update our internal AI tool, Enzo

Collaborating with product designers, leadership, product managers, and other stakeholders to create the best user experience

Conducting competitive research and providing solutions and recommendations to stakeholders

Creating onboarding material, presentations and demos to educate new hires and team members about UX Writing

Creating guidelines for Carvana’s customer-facing chatbot, Sebastian

Experian UX Writer and Content Strategist

June 2022 - Apr 2024

I was a UX Writer for Experian’s Marketplace product, focusing on credit cards and loans.

Marketplace is Experian’s most profitable domain, and my work contributed to an annual revenue of \$86.2 million.

Responsibilities include:

UX Writing across all Marketplace’s credit card and personal loan flows across web, native, and mobile web experiences

Assisting with the copy roadmap, intake and documentation across Marketplace

Assisting the UX Research team and E-Commerce team with various testing initiatives

Collaborating with UX designers, product managers and Compliance to refine existing flows and improve the Marketplace product to increase revenue

Crafting email copy for credit card and loan partner offers

Boardspan UX Writer and Content Specialist

May 2021-June 2022

I was Boardspan’s first UX Writer. I defined voice and tone, assisted with writing product copy, and wrote their weekly newsletter.

Responsibilities include:

Composing concise, instructive and polished text to guide users seamlessly through the product experience

Leading content collection and organization for the Boardspan Library and participating in its evolving vision

Documenting Boardspan voice and style in a Content Style Guide

Education **UCLA** Bachelor’s degree in English

Sept 2017 - June 2019