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As a writer and content designer, I help companies articulate their strategic plan, brand voice, and fitting tone. Words matter and are integral to the success of every business endeavor—from brand to product to social—or something entirely new. Language, yes ... viva la lingua!

## **EXPERIENCE**

Writer | *Brand / Content / Product*

2018 – Present    FREELANCE | NYC, Creative Consultant / Writer

### *Google*

- Brand naming concepts for Project ARA, a modular mobile device prototype developed by Google's Advanced Technology & Projects team
- UX copy revamp for the Google Android website
- Concepted and wrote internal presentations for the Google UX discipline around workspace guidelines and engagement for sumUX design agency partnerships

### *Huge*

- Crafted case study scripts and oversaw video editing for Huge's most innovative and high-profile client projects

### *Product Inc.*

- Wrote UX copy for real estate giant Better, highlighting its robust services and value props

### *Webby Awards*

- Concepted and wrote the inaugural Webby Awards hackathon campaign, 5G for Change, that recognized teams using Verizon 5G technology for good in the world

### *Havas*

- Worked on new business pitches, collaborating with UX and visual designers in the the New York office

### *Strava*

- Developed concepts and copy for its seasonal "strength" campaign

### *Zocdoc*

- Rethought Zocdoc's homepage for a better user experience and stronger patient engagement

2021

CLOVER | SUNNYVALE, CA, Lead Content Designer

- Developed and curated content for a major digital rebrand of the most used point-of-sale hardware and software system in market

- 2013 – 2017      METHOD | NYC, Lead Writer  
*McDonald's*
- Lead UX writer for the global McDonald's digital platform (mobile, kiosk, web) with multiple releases across key international markets engaging millions of users
- 2015              FJORD | NYC, Writer  
*Multiple clients*
- Wrote long-form case studies for Fjord's diverse client portfolio
- 2014              SVA | NYC, Adjunct Faculty
- Taught digital conceptualizing and design to third-year students
- 2014              VML | NYC, Senior Writer  
*Dell*
- Lead social writer for multiple new product initiatives
- 2006 – 2013      R/GA | NYC, Senior Associate / Writer  
*Nike, Google, HBO*
- Lead writer of the R/GA digital studio writing scripts and creative direction of video-based content for R/GA's flagship clients
  - Senior associate in Corporate Communications managing the awards program, garnering the most wins in the agency's 40-plus-year history
- 2003 – 2005      THE ONE CLUB | NYC, Gallery Director
- Curated and produced advertising, design, and interactive exhibitions

## **EDUCATION**

- 1993 – 1997      LAWRENCE UNIVERSITY | WISCONSIN, Student  
BA, Studio Art / Art History