

Mara Strong

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Experience

Senior UX Writer · BOLD, Nov 2023 - Present

- Own all UX Writing for International products and partner with Localization to optimize copy for translation and globalization
- Establish and maintain UX Writing process within the international product team
- Create country-specific UX Writing style guidelines to promote consistency
- Develop scalable LLM UX Writing assistants to increase work efficiency, output, consistency
- Collaborate with product, design, and research on AI-powered resume and job search features
- Conduct unmoderated user tests to inform content decisions
- Design UX Writing AB tests and iterate based on results

UX Writer II · Wish, Oct 2020 - Nov 2020

- Mentored 1 junior writer and 1 intern
- Increased successful sign ups by 7% and reduced fraud GMV rates by 43% over 6 months
- Partnered with Localization to optimize copy for translation and globalization
- Created accessible writing and design practices for UX Writing Style Guide
- Collaborated with legal to ensure copy was compliment with global regulatory laws

UX Writer · Meltwater, Apr - Oct 2020

- Brought UX Writing best practices to Meltwater as their first UX Writer
- Wrote all design system documentation in collaboration with product design and engineering
- Defined brand voice and tone and drove alignment across content touch points
- Collaborated with designers, PMs, researchers, engineers, and data analysts on core product

Content Strategist (pro bono) · Northern California Innocene Project, Mar - Dec 2019

- Implemented a person-centered content strategy promoting individual agency and accessibility
- Proposed and created the foundation for an NCIP podcast series
- Conducted user research and usability tests using qualitative and quantitative methods

Education

Bachelor of Arts in English · Santa Clara University, *magna cum laude*

Skills

Figma + Figma Make
Claude
Process implementation

UX Writing for Localization
Accessibility standards
Design thinking

Design system documentation
Unmoderated user testing
A/B testing