

Aisha Patel

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SUMMARY

Experienced Senior Content Designer with over 8 years in creating user-centered content strategies. Proven ability to increase user engagement by over 30% through innovative content solutions and collaboration with cross-functional teams.

EXPERIENCE

Senior Content Designer

Jan 2022 - Present

Tech Innovations Inc., San Francisco, CA

- Led a project that improved user engagement metrics by 35% through comprehensive UX research and content redesign.
- Collaborated with product managers and developers to create a new content management system that reduced content update time by 40%.
- Developed and implemented a style guide adopted by the entire organization, ensuring consistency across all digital platforms.

Content Strategist

Jun 2019 - Dec 2021

Creative Solutions Agency, New York, NY

- Created data-driven content strategies that resulted in a 25% increase in conversion rates for major clients.
- Conducted user interviews and usability tests, leading to a 50% reduction in customer support inquiries related to content.
- Utilized SEO best practices to enhance content visibility, achieving first-page rankings for multiple key search terms.

Content Designer

May 2015 - May 2019

Digital Media Co., Austin, TX

- Developed targeted content for diverse audiences, increasing user retention by 20%.
- Designed and launched a content library that streamlined access to resources, improving team efficiency by 30%.
- Implemented analytics to track content performance, leading to data-informed decisions on content creation.

EDUCATION

Bachelor of Science in Communication

May 2018

University of California, Berkeley, Berkeley, CA • GPA: 3.7

SKILLS

Technical Skills: Content Strategy, UX Writing, Information Architecture, SEO Optimization

Tools & Frameworks: Figma, Contentful, Google Analytics, Adobe Creative Suite