

Aaliyah Johnson

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SUMMARY

Detail-oriented UX Writer with over 5 years of experience in creating user-centered content for digital platforms. Proven ability to collaborate with cross-functional teams to develop clear and engaging user experiences that drive engagement and improve usability.

EXPERIENCE

Senior UX Writer

Jan 2022 - Present

Tech Innovators Inc., Seattle, WA

- Redesigned microcopy for onboarding flow, resulting in a 30% increase in user retention over three months.
- Collaborated with UX designers and product managers to create a content strategy that improved task completion rates by 25%.
- Conducted user testing sessions to gather feedback on content effectiveness, leading to a 15% reduction in support tickets.

UX Writer

Jun 2019 - Dec 2021

Creative Solutions Co., Portland, OR

- Developed a comprehensive content style guide that enhanced consistency across digital products, improving user satisfaction scores by 20%.
- Wrote and optimized user-facing content for a mobile app, resulting in a 40% increase in daily active users.
- Partnered with developers to ensure seamless integration of content into the UI, reducing content-related bugs by 35%.

Content Strategist

Aug 2017 - May 2019

Digital Marketing Agency, San Francisco, CA

- Led content initiatives for multiple web projects, successfully launching over 10 sites with a focus on usability and accessibility.
- Analyzed user data to inform content updates, which improved overall engagement by 50%.
- Facilitated workshops to educate teams on UX writing principles and best practices.

EDUCATION

Bachelor of Science in Communication

May 2018

University of Washington, Seattle, WA • GPA: 3.7

SKILLS

Technical Skills: UX Writing, Content Strategy, User Research, SEO

Tools & Frameworks: Figma, Sketch, Google Analytics, InVision