



NICOLE LOMBARD

UX Writer/Content Designer

DETAILS

Amsterdam, Netherlands

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PROFILE

Passionate about using words and design thinking to iteratively and empathetically improve the user experience and make the journey as pleasant and easy as possible. The user perspective is one of the most important aspects of the product experience and that's where my focus lies.

EMPLOYMENT HISTORY

UX Writer, Booking.com, Amsterdam

AUGUST 2021 – PRESENT

- Contributing to reaching my team, craft and company objectives by writing clear, helpful, descriptive copy for all relevant platforms and formats - copy that makes the user journey pleasant, while driving increased availability for the benefit of both partners and potential guests.
- Creating informed terminology lists based on audits and experimentation to aid consistency, clarify the partner journey and help my fellow writers when they need to write for the same audience/feature.
- Working with language specialists to have my copy translated into 42 languages, ensuring enough support, context and information for the most accurate localisation result.
- Closely collaborating with product managers, product marketing managers, developers, designers and researchers to succeed together in delivering the best product for our customers.

UX Writer, Careem/Uber, Dubai

FEBRUARY 2019 – JULY 2021

- UX writing and content strategy on the customer super app and driver app.
- Collaborating with PMs, designers, researchers and engineers to deliver the optimal user experience, from early prototyping through to final execution.
- Advocating for users while understanding product and business goals.
- Participating in user research and using insights for improvements.
- Creating a comprehensive living content style guide.
- Coordinating translations, improving writing tools and processes.

UX Writer and Copy Lead, Nedbank, Johannesburg

APRIL 2017 – JANUARY 2019

- Creating and maintaining the bank's Digital Language Style Guide.
- Moving the copy style from "bank talk" to conversational across digital platforms.
- Managing a team of UX writers and supporting them in creating user-centric experiences.
- Overview and sign-off on all digital copy.

- Building and maintaining relationships with stakeholders.
- Working closely with designers to create simple solutions to user problems.
- With microcopy, helping users complete laborious tasks in a pleasant way.
- Responsible for the foundational copy of the Nedbank app and website.
- Reviewing all copy for the Nedbank ChatBot.

Senior Content Editor, House of Brave, Johannesburg

JANUARY 2017 – APRIL 2019

- Copyediting and proofreading for big names in the South African market.
- Translating advertisements and brochures from Afrikaans to English and vice versa.

Content Specialist and Community Manager, BrightRock, Johannesburg

JUNE 2015 – JANUARY 2017

- Keeping up to date with latest social media trends.
- Monitoring the company's social media platforms, increasing engagement and engaging in conversations on behalf of the company.
- Writing, editing and proofreading content across a broad spectrum of audiences, media and subjects.
- Moderating user-generated content and escalating any issues.
- Curating of relevant content to be shared.
- Attending events and happenings in order to live stream multimedia and copy, keeping the content on social media platforms fresh and relevant.
- Capturing data and analysing with the goal of improving social platform performance.

Social Media Specialist, Telesure, Johannesburg

JUNE 2014 – JUNE 2019

Responsible for the Virseker, Dial Direct and Virgin Money brands.

- Writing blog articles, online press releases, product content, FAQs and glossaries.
- Competitor analyses, recording and reporting social media statistics to SEO and Social Media Manager.
- Posting and engaging on all relevant social media platforms. Speedy responding on all queries and comments, working with the customer service team when needed.
- YouTube channel management: uploading and optimisation of videos for YouTube search.
- Developing and maintaining content calendars for blogs and social media channels.
- Working with the usability and website content team to improve conversions and decrease bounce rates.

Senior Copywriter, Telesure, Johannesburg

DECEMBER 2013 – MAY 2014

- Overseeing two other copywriters, checking their work, mentoring and coaching them.
- Writing of original copy for the brand team based on briefs.
- Liaising with the brand team to understand requirements pertaining to the brand.
- Connecting the product with the target audience.
- Going through the ad copy and fixing any mistakes.
- Modifying the copy until the brand team is satisfied.
- Digital and SEO copywriting.

Business Writer and Translator, Telesure, Johannesburg

APRIL 2012 – DECEMBER 2013

- Translating documents from English to Afrikaans and vice versa.
- Ensuring that complex financial terms are accurately translated in the clearest way.
- Editing and managing the editing process of all Afrikaans communications.
- Checking and signing off all Afrikaans proofs.

- Ensuring that the language used meets relevant regulatory requirements.
- Reviewing translations done by freelancers
- Developing SLAs for freelance translators and editors.
- Developing and maintaining Afrikaans translation memories and terminology lists.

EDUCATION

Start the UX Design Process: Empathise, Define and Ideate, Google

2021

Foundations of UX Design, Google

2021

Become a UX Designer from Scratch, The Interaction Design Foundation

2019 – 2019

User Experience: The Beginner's Guide, The Interaction Design Foundation

2018 – 2018

Social Marketing Certification, Hootsuite

2016 – 2016

Social Media Management Diploma, The University of South Africa

2014 – 2014

BA (Honours) English, The University of South Africa

2012 – 2012

Certificate in Copyediting, McGillivrayLinnegarAssociates

2012 – 2012

Certificate in Copywriting, South African Writers' College

2012 – 2012

BA (English and Philosophy), The University of Pretoria

2009 – 2009

SKILLS

UX Writing

Styleguides

Editing and Proofreading

UX Research and Testing

Content Design

Copywriting

Social Media Management

LINKS

[Portfolio](#) [LinkedIn](#)