

Kristen Mirenda

UX Writer & Content Strategist

Kristen Mirenda

San Francisco, CA 94118

Contact: kmirenda [at] gmail.com

Portfolio: <http://kristenmirenda.com>

Skills

Research, strategy, user journeys/personas/archetypes, in-product content, audits, wireframes, microcopy, documentation

Design thinking, product management, creative facilitation, software development process, prototype and A/B testing, Lean, Agile/Scrum

User empathy, curiosity, focus, enthusiasm, collaboration

Certified UX Writer, UX Designer, and Scrum Product Owner (CSPO)

Experience

Freelance / UX Writer & Content Strategist

2020 - PRESENT, SAN FRANCISCO/NEW YORK/REMOTE

Zendesk / Senior Product Manager

2016 - 2019, SAN FRANCISCO

Owned/executed vision and roadmap for workflow, the heart of Zendesk's core \$600MM/year CRM SaaS product. Conducted extensive user research. Wrote UX copy, documentation, and training materials.

Alexa / Senior Product Manager; Senior Manager, Product & UX

2014 - 2016, SAN FRANCISCO

Conceived/delivered features for Amazon's B2B analytics product ("Alexa Rank"). Managed UX team and provided design strategies. Wrote in-product content, UX copy, and marketing materials.

Hotwire / Lead Product Manager; Lead Functional Designer

2008 - 2013, SAN FRANCISCO

Owned B2C hotel booking (\$900MM/year). Increased conversion by \$15MM/year via A/B testing of UX changes. Featured in *Lean Customer Development* (O'Reilly, 2014) for innovative design approach.

Wiley Publishing / Managing Producer

2001 - 2008, NEW YORK

Managed web development projects: plan, spec, IA, wireframes, and copy for e-commerce, e-learning, corporate comms, and marketing sites.

Sesame Workshop / Managing Producer

1998 - 2001, NEW YORK

Developed digital content for kids and parents on award-winning Sesame Street websites. Managed overall online production process.

Education

Columbia University / BA, English

NEW YORK

Magna cum laude, Phi Beta Kappa, editor-in-chief of humor magazine.

New York University / Certificate, UX Design Intensive

NEW YORK

UX Writers Collective / Certified UX Writer

SAN FRANCISCO

Other

Workshops

Design Leadership, *Cooper Professional Education*

User Testing (Listening Labs), *Creative Good*

Product Management, *Marty Cagan/SVPG*

Presenting Data and Information, *Edward Tufte*

Volunteering

Oral history transcriber, *McSweeney's Voice of Witness*

Literacy mentor, *In2Books*

Patent

Co-inventor, US20190197457, *Assigning tickets to agents based on relevant skills in a customer-support ticketing system* (pending)