

Kelsey O'Connor

UX Writer

EXPERIENCE

UX Writer

Ideas Studio

Jun 2020 - Present - 1 year, Remote

Write clear and concise content across multiple touchpoints (including product names, labels and navigational elements, emails, tutorials, marketing materials, error messages and notifications). Offer a content strategy perspective throughout the product development process, and influence strategic decisions within products to improve the overall user experience and ensure consistency across platforms.

Technical Writing Intern

Virginia Tech

Aug 2019 - May 2020 - 10 mos, Blacksburg, VA

Managed redesign of the College of Liberal Arts and Human Sciences' digital interface, submitting work to editors for input and approval. Conducted keyword research and followed SEO guidelines to increase web traffic. Promoted content on social media and edited web pages before publication.

Writing Consultant

Virginia Tech

Aug 2019 - May 2020 - 10 mos, Blacksburg VA

Analyzed and made content suggestions for technical documents such as graduate-level engineering and architecture theses. Met weekly with an ELL (English Language Learner) student, reviewing and delegating assignments to encourage improvement in written and verbal communication skills.

EDUCATION

Virginia Tech

B.A. Dual Degrees: Professional and Technical Writing, Creative Writing

Aug 2017 - May 2021, Blacksburg, VA

Graduated Cum Laude with a minor in Strategic Communications.

UX Design Professional Certificate

Google/Coursera

Jun 2021 - Present



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Whippany, NJ

Writing & Research

UX Writing

User Research

Technical Writing

Wireframing

Prototyping

Copywriting & Editing

Social Media Marketing

Design & Programming

Figma, Sketch, Adobe Creative Suite, HTML, CSS

Soft Skills

Empathy, Critical Thinking, Learning Agility, Written & Verbal Communication, Adaptability, Self-Advocacy

Portfolio & Social Links

kelseyjoconnor.com

linkedin.com/in/kelseyjoconnor/

kelsey-oconnor.medium.com

Awards/Honors

Invited to present authored essay at the 2020 International Sigma Tau Delta English Honors Society Convention in Las Vegas, NV. Awarded scholarship funding from Virginia Tech to attend the event (cancelled due to COVID-19).