

# Kelsey O'Connor

## UX Writer

### EXPERIENCE

#### UX Writer

Verizon

October 2021 - Present - 3 mos, Remote

Write and edit UX copy in conversational interfaces, product copy, enrollment flows, notifications, transactional flows, error messages, and more. Audit, gather, and analyze existing content across Verizon's digital ecosystem and identify and implement recommendations for improving content. Partner with stakeholders to create clear, concise, and on-brand content that helps users understand and interact with digital products.

#### 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.

### 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).