

Ann Chang

UX Writer

Personal Info

Address

South Bay Area
Santa Clara, CA, 95051

Phone

(408) 455-3954

E-mail

changann788@gmail.com

Skills

Content creation & microcopy



Figma



UX



Content infrastructure and templates



HTML



Content management systems (CMS)



Markdown



UX Writer with 9 years of experience in the online publishing world and 7 years of technical concentration. Passionate about meeting challenges head-on with elegant solutions. Insistent about developing the best user experiences, smooth user journeys, and communicating clearly and crisply.

Work History

2020-05 -
Current

UX Writer

Google (via IntelliPro), Mountain View, CA

- Collected 15+ style guides from across the content team and created a single resource library
- Updated language collected from data in preparation for localization (L10n) and internationalization (i18n) in accordance with L10n/i18n guidelines
- Guided linguistics testing for the Kids section of Google Play across 77 locales and tracked the resulting 52 bugs to closure or reassignment
- Partnered with a vendor to create and iterate on 130+ internal assets used in our Teacher Approved rating program
- Supported a team-wide inclusive language audit across 16 projects & created the Google Sheets template, including over 200 words & phrases
- Wrote strings for all 2021 holiday campaigns for family users on Google Play
- Level 2 certified in the Google Accessibility training program

2019-06 -
2021-05

UX Writer

Securly, San Jose, CA

- Worked with 6+ members of the CX design team to completely renovate the look, content, and branding of all front-facing platforms
- Rewrote and collaborated on copy for 13+ new landing pages, including SEO-optimized copy
- Developed a formal brand voice and editorial style guide to use as a reference for all materials produced by Securly, creating connective language and a unified tone

- Shaped product experiences by crafting copy that helps users complete the task at hand
- Created microcopy for web and mobile interaction flows, error messages, notifications, emails

2018-03 -
2019-06

Content Specialist

Google (via Tech Firefly), Mountain View, CA

- Collaborated cross-functionally with Subject Matter Experts (SMEs) and peers to draft, develop, review, and publish web content for internal and external sites
- Coordinated and integrated the work of 20+ writers and designers to produce final layout compatible with brand voice and style guide
- Tracked and migrated content between multiple internal Content Management Systems: launched completed content on new CMS site 2 months ahead of schedule
- Directly contributed to increase in page views by 100% and number of sessions per user by 41%

2015-08 -
2018-05

Policy Lead

Uber (via Insight Global), Palo Alto, CA

- Produced 800+ pages of instructional documentation and migrated it from Google Drive to Confluence, maintaining it with a team of 2 writers working under my direction
- Scaled our 1000+ operator team overseas by acting as a main POC and signing off on training material
- Facilitated policy meetings and decisions, and wrote policy documentation that improved map quality by 30%
- Observed operators in our India office and improved documentation usability by 15%

Education

2006-08 -
2009-12

Bachelor of Arts: Writing, Literature, And Publications

Emerson College - Boston, MA