



## Senior Content Designer

# Kasia Kaczmarek

### Professional summary

I'm an award-winning content specialist with over a decade of experience in delivering user-centred content for diverse industries. Confident in coordinating with senior stakeholders, marketers, and product teams, I facilitate the delivery of seamless experiences that meet business objectives and reduce regulatory risks. With a background in performance and a passion for data, I combine creativity, empathy, and technical proficiency to nurture collaboration, support my peers, and champion exceptional UX.

### Key achievements

- Created the content for a B2B automotive campaign that won a global **Gartner award** in 2023.
- Helped create **Medibank's** second in-market app, developing content, refining the UX and UI, and defining and documenting content patterns for future iterations.
- Built and mentored a team of junior and mid-level writers in **Luxoft DXC's** creative agency, delivering a high volume of B2B and B2E content for this global IT enterprise.
- Redesigned web pages for **UniSuper** that boosted visits by up to 300%.
- Helped train one of the world's most popular **generative AI chatbots**.
- Was the sole content designer on Transurban's multi-million-dollar rebrand to **Linkt**, refining and rewriting 600 pages across 3 sites and documenting content patterns and style rules.

### Career overview

- **Content Designer** – Bupa, 2024–now
- **UX Content Consultant** – UniSuper, 2023–2024
- **Senior Copywriter** – Luxoft DXC, 2020–2023
- **Copywriter** – Luxoft DXC, 2019–2020
- **UX & Creative Copywriter** – Medibank, 2016–2019
- **UX Writer** – AGL, 2018
- **Lead Digital Writer** – Transurban, 2017–2018
- **Digital Writer** – Transurban, 2016

### Experience

## Content Designer

2024 - Now

Bupa / Melbourne

Content designer in three squads in the sales funnel. Involves ideation, discovery and delivery of new components, flow uplifts, and tests to improve UX and drive engagement while satisfying strict regulatory requirements. Delivered personalised 'abandoned cart'

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### Links

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### Education

#### Bachelor of Arts, Drama

Victorian College of the Arts, University of Melbourne

#### Bachelor of Education, English & Drama

Edith Cowan University, Perth

### Awards

- Winner of 'Excellence in Marketing & Sales Alignment' in Gartner's 2023 Marketing & Communications Awards as Senior Copywriter at Luxoft.

experiences, UI changes to product selectors, interactive promo banners, compliance related T&C rewrites, questions for user testing, and iterations based on user and A/B test data.

#### **Key achievements**

- Developed a content workflow guide for product teams that increased efficiency and reduced communication gaps.
  - Started work on a content design playbook, outlining principles, guidelines and processes for creating content at Bupa.
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## **UX Content Consultant**

April 2023 - April 2024

UniSuper / Melbourne

Worked with product squads and the BAU team to deliver and uplift content in authenticated and unauthenticated spaces. Drove the content design of various features including a new form-upload tool, mobile push notifications, and a mega menu, and optimised pages and forms using user research and A/B/C testing.

#### **Key achievements**

- Incorporated the design process into the sprint model of a cross-functional team, switching from Scrum to Kanban and defining the stages and tasks needed.
  - Created a central communication point for all employees writing customer-facing content. This helped increase knowledge exchange and content consistency.
  - Started a content pattern library to centralise the tracking of reusable content and digital style rules.
  - Increased traffic to UniSuper's 'Responsible investment' pages by up to 162%. This involved research, writing, wireframing, and Figma mock-ups of five new pages, new icons, and new components.
  - Led content design strategy — including IA audit and page title review — for new mega menu that improved site engagement and increased visits to underperforming acquisition pages.
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## **Senior Creative Copywriter**

October 2020 - March 2023

Luxoft DXC / Poland, Warsaw

Senior writer in a team of English-speaking copywriters and proofreaders at a global, multilingual company, creating content for non-native English speakers. This included mentoring junior and mid-level writers and proofreaders on UX best practice and digital and creative copywriting.

#### **Key achievements**

- Led a project to uplift fifteen industry-specific sales pages, including wireframing, content design, and final approval of written content.
  - Developed documentation and tools to ensure content consistency across channels, including a digital style guide and a matrix for tracking page titles, meta-descriptions, H1s and taglines for separately owned sales pages.
  - Created the new company tagline and boilerplate in collaboration with the Global Head of Marketing, senior leadership in the USA, and the company CEO.
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## **UX & Creative Copywriter**

October 2016 - September 2019

Medibank / Docklands

Delivered creative assets, UX copy, and content design for the sales pathway and authenticated web and app member experiences and mentored junior writers on UX writing principles for mobile.

### Key achievements

- Principal writer on Medibank's Live Better app. An off-the-shelf product, the app required a UI and UX overhaul that satisfied legal and clinical requirements and delivered value to users. I worked with internal product and external design and dev teams to redesign the experience, wrote all UX copy and app strings, and documented nomenclature, labels and other rules for future iterations.
- Ran quarterly ideation sessions with writers, designers and producers to generate ideas for Medibank's be.mag, using 'Yes, And' principles adapted from improv comedy techniques.
- Gave a Town Hall talk on how to humanise customers by asking the 5 Questions used by actors to create authentic characters. At a time when demographics, segments and target markets were the focus, the 5 Questions were a tool to help our marketing team move to a more person-centred approach.

### Memberships

## Mensa

2013 - Now

### Additional info

## Tools & programs

- Adobe Experience Manager (AEM), Sitecore, Squiz Matrix, WordPress.
- Canva, Figma, Gather Content, Google Docs, Miro, Office 365.
- Azure DevOps, Confluence, Jira, Monday, Trello.

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## Recognition

- **Top 20 Australian Content Marketing Brands** (NewsCred 2019) as part of Medibank's Content Studio team.
- **Custom Publication of the Year Nomination** (Mumbrella 2018) as contributing writer and content strategist on Medibank's be.mag publication.

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## Broader experience

- **Artistic Director, Fire Curtain Co.** – Independent Theatre Company, Melbourne
- **Editor, The Nosebleed Chronicle** – Performing Arts E-newsletter, 2013–2015
- **5 years' management experience** – Retail and hospitality
- **9 years' experience in the fashion industry**
- **State-level dodgeball player**
- **Serial home renovator**