

Aoibheann Schwartz

UX Writer

aoibheannschwartz@gmail.com

+971 55850 1649

Education

Trinity College Dublin
BA English and French
09/2012 - 05/2016
First Class Honours

Columbia University, New York
Semester Abroad
01/2015 - 06/2015
GPA: 3.5

Portfolio & Writing Samples

<https://aoibheannschwartz.io>
urnoportfolio.com/

Skills & Competencies

- UX writing, microcopy
- UX Research (quantitative and qualitative methods)
- Competitor Analysis
- User Testing, Usability Audits
- Customer Journey Mapping
- Content & Tone guidelines
- SEO best practices
- W3C Accessibility Standards
- PowerPoint, Excel
- Figma, Adobe XD, Sketch
- User Zoom
- Google Analytics & Quantum Metrics
- Content Sync
- Jira & Trello
- Agile

Other Projects

- **Feature Writer** (*Trinity News*)
- **Digital Marketer & Writer** (*The Plus Ones*)
- **Poetry Contributor** (*Icarus Magazine*)
- **Photo Editor** (*Tn2 Magazine*)
- **Producer** (*Rant & Rave Magazine*)

Passionate about digital transformation, I work across UX Writing, UX Research, digital content and UX strategy, information architecture, usability testing, and documentation of design system content guidelines. I have international work experience, including agency, client side, and freelance, and am capable of balancing business goals and stakeholder requirements with user needs. I also have experience in content marketing, which means I have a deep awareness of brand and connecting with customers through effective content and seamless user experiences. I am analytical, have exceptional English written and communication skills, and am bilingual in French. I am adept in data and work well in a collaborative environment.

Senior UX Writer & Digital Content Executive

Emirates Airlines (Dubai, United Arab Emirates)

08/2019 - present

Significant impact on integrating copy, UX writing, and content design into the UX and digital product development process, and improving business metrics and conversion through content, UX design, and copy changes. This has involved carrying out competitor and UX research, collaborating with Analytics to identify opportunities, introducing new tools to the workflow, liaising with stakeholders, product owners, and business executives, and presenting findings and solutions to Senior VPs.

- UX writing, copy, SEO, and content audits for Emirate's digital assets, across web and app, following content guidelines & W3C Accessibility Standards.
- Working with Digital Marketing and UX Designers to oversee prioritization of the digital roadmap and product development.
- Creation of content guidelines to maintain consistency of tone, voice, language, content design and readability across digital assets.
- User research, competitor analysis, and user personas.
- Usability testing: remote and onsite, User Zoom and Quantum Metrics, using data to validate and inform copy changes in an agile environment.

Freelance Digital Content Consultant

Freelance (London, United Kingdom)

09/2018 - 08/2019

UX and product writing, User Research, UX Design, content marketing, long form reports, and digital content creation for a range of clients, agencies and startups in the US and UK, including Plato Design, Dept Agency, Connected Pictures, WeGift, The IT Content Factory, Contently, Sailo, and multiple entrepreneurs.

Communications & Business Development Coordinator

Blenderbox, Digital Product Agency (New York, USA)

09/2017 - 09/2018

- As first point of contact for new clients, I sourced and vetted all potential project opportunities. Oversaw the agency's CRM, RFP and procurement procedures, and installed and managed Pipedrive.
- As proposal writer, I engaged clients including Times Inc, Goldman Sachs, and multiple NYC government agencies.
- Marketing collateral creation including pitch decks, case studies, website copy, social media, email and content strategy.
- Representing the agency at winning onsite, client-facing pitches.

Editorial Assistant

Dumbo Feather, Magazine Publication (Melbourne, Australia)

06/2017 - 09/2017

- Copywriting, editing & proofreading, content research.
- Email newsletters and media releases.