



# Diego Cagara

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San Francisco, CA 94117

UX Writing portfolio: [uxdiegocagara.com](http://uxdiegocagara.com) | Journalism portfolio: [diegocagara.com](http://diegocagara.com)

## PROFESSIONAL SUMMARY

Award-winning writer with 3+ years of experience in journalism and 1+ year in UX writing. Written SEO-friendly web and social media copy for 7+ publications, increased annual web traffic by 50% and earned 2+ UX writing certifications.

## SKILLS

- AP Style, SEO, Copywriting
- UX writing and design principles
- Crafting microcopy, style guides
- Web content publishing
- Voice and tone consistency in product
- Photography, Video Editing
- Wordpress, Wix, Squarespace
- Figma, Whimsical, Airtable

## EXPERIENCE

**UX WRITER** 04/2020 to CURRENT

**Reboot & Recover | San Francisco, CA**

- Help 10+ UX writers recommend concise UI copy for company's website
- Developed and adhered to content style guide throughout interface
- Conduct 3+ expert interviews to understand company's goals
- Design mockups for website layout and smoother user experience
- Research company and industry trends to refine user journeys

**NEWS REPORTER** 07/2018 to 06/2020

**Spotlight News | Albany, New York**

- Wrote 8+ weekly stories on business, technology, education and etc.
- Increased average website traffic by 50% between 2018 and 2019
- Won a national Facebook Journalism Project \$5K grant (March 2020)

**LAYOUT DESIGNER** 07/2018 to 06/2020

**TheSpot518 | Albany, New York**

- Designed 10+ page layouts with 3+ content designers weekly
- Followed visual hierarchy principles for improved reader experience

## CERTIFICATIONS

UX Writing Academy Certificate of Achievement - UX Writing Hub (2020)  
Certificate in UX Writing - UX Writers Collective (2019)

## ACHIEVEMENTS

Facebook Journalism Project grant winner - March 2020  
1st Runner Up - New York Press Association's Best Newspaper Series 2018

## EDUCATION

**Bachelor of Arts | Journalism** 2018  
**State University of New York At Albany, Albany, NY**  
GPA: 3.77, Summa cum laude