Diego Cagara

(716) 380-9575 | **E:** diegocagara@gmail.com
San Francisco, CA 94117
Journalism portfolio: diegocagara.com | UX Writing portfolio: uxdiegocagara.com

PROFESSIONAL SUMMARY

Award-winning writer with 2+ years in journalism and 2 years in UX Writing. Written articles and documents for 7+ publications, designed graphic layouts to organize audience-facing text and visuals, and boosted annual website traffic by 50%.

EXPERIENCE

USER EXPERIENCE WRITER   04/2020 to CURRENT

Reboot & Recover | San Francisco, CA

- Help 10+ UX writers/designers rewrite concise web copy for audiences
- Redesign web layout to improve end-user experience and promote resources
- Created technical documents, content policies and style guide for internal team
- Conduct 5+ interviews with subject-matter experts to understand client's needs
- Capture and review data analytics of web traffic with business goals

LAYOUT DESIGNER   07/2018 to 06/2020

TheSpot518 | Albany, NY

- Designed 10+ weekly print layouts to sort text and graphics with Adobe Suite
- Optimized SEO web content with organized headlines, body text and visuals
- Executed information hierarchy to follow company's standards and brand
- Exchanged feedback on 3+ coworkers' layout designs before final publication

JOURNALIST   07/2018 to 06/2020

Spotlight News | Albany, New York

- Wrote 8+ weekly stories on technology, business, etc. to 26K+ subscribers
- Rectified text and design errors to ensure optimal message delivery
- Increased annual website traffic by 50% between 2018 and 2019

SKILLS

- Print and desktop publishing
- Adobe Suite, MS Office, Figma
- Graphic design and UX principles
- Writing to internal and external users
- Information and visual hierarchy
- Data analytics for business needs

ACHIEVEMENTS

- Facebook Journalism Project grant winner - March 2020
- 2nd Runner Up - Best Education Coverage (NY Press Association, 2019)
- 1st Runner Up - Best Newspaper Series (NY Press Association, 2018)

EDUCATION

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