



Ana Karina Van Nortwick

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Summary

Results-focused UX Writing professional with five years experience in web design, audience engagement, and editing. Collaborative team member with strengths in communication and user research. Proficient in cultivating demographic information, strategic problem solving, and communication knowledge to promote intuitive and engaging content. Adept at managing team objectives to promote efficiency and influence positive user engagement.

Education

Carnegie Mellon University | Pittsburgh, Pa
Master of Arts in Professional Writing
08/2019 - 12/2019

Carnegie Mellon University | Pittsburgh, Pa
Bachelor of Arts in Creative Writing and English | Minor in Philosophy
08/2016 - 05/2018

Experience

PNC Financial Services | Pittsburgh, Pa
Communications Specialist (UX Writer) - Intern
05/2019 - 08/2019

Consolidated AP style guidelines with a team of writers for the Digital Sector. Generated copy and edits for new APP products and services. Expanded and reworked UX content to create consistent user experiences. Refined two upcoming by editing and proofreading for various teams. Tailored multiple projects and tasks simultaneously while managing client expectations. Edited materials for accuracy to communicate core messages and values of the PNC brand.

ERA Sellers and Buyers Real Estate | El Paso, Tx
Administrative Assistant
01/2012 - 08/2016

Produced and distributed team newsletters, email updates and other forms of communication for over 40 agents. Authored agent biographies, print and e-flyers, presentations, and website home descriptions for marketing. Contributed to a 45% customer engagement increase by tailoring content and prioritizing professional presentation. Delivered optimal administrative, customer service, team work, and project management support through fundraisers and event planning.

Organizations

Alpha Chi Omega | Pittsburgh, Pa
**Vice President of Membership Programming
Recruitment and Social Committee**
09/2016 - 05/2018

Earned the Greek Woman of the Year Award from Carnegie Mellon University in February 2018. Awarded the All Around Greek Woman Award by the El Paso, Tx Alumni group in May 2018.

Sigma Tau Delta | Pittsburgh, Pa
Vice President and Treasurer
04/2017 - 05/2018

Organized bi-weekly meetings and aided in three social events to inspire fellow students to engage with literature. Formulated budgets, with attention to detail to ensure proper distribution of funds.

Skills & Languages

- Team Collaboration
- AP Style Guide
- Audience Engagement
- UX Writing
- Editing and Proofreading
- Content Strategy
- UI/UX Design
- Document Design
- Web Design
- HTML and CSS
- Python
- Management and Leadership
- Strategic Problem Solving
- Adobe Creative Cloud
- Google Suite
- Microsoft Office
- Windows & Mac OS
- English - Fluent
- Spanish - Proficient
- French - Basic