

Derek Kedziora | Content Designer

hello@derekkedziora.com | +31 644293523

Portfolio: derekkedziora.com/portfolio

EXPERTISE

Microcopy, information architecture, content strategy, localization management, content management, transactional emails, mentoring, evangelizing content design, style guides

EXPERIENCE

Protolabs | Senior Content Designer | Nov 2021–Present | Amsterdam, Netherlands

- First content designer at Hubs, which was acquired by Protolabs,
- Responsible for the initial audit and overhaul of the all of the content and kicking off product localization
- UX writing for complex, technical flows involving manufacturing and online payments
- Rebranded Hubs to Protolabs Network
- Created content flows that integrated the Hubs offering inside the Protolabs ecommerce platform

Wix | UX Writer, UX Writing Guild Master | Feb 2019–Sep 2021 | Kyiv, Ukraine

- Main UX writer for Online Programs, Wix Groups, and Wix Domains
- Content strategy for Wix Community apps (blog, forum, groups, online program and pricing plans): maintaining consistency, voice guidelines and serving as the editor across products and platforms
- Recruiting, onboarding and mentoring new writers
- Maintaining an in-house CMS, which included overseeing the handover to localization and working with developers

eTeam | Content Strategist | Apr 2018–Feb 2019 | Kyiv, Ukraine

- Created and implemented a content strategy to promote a small software development agency
- Blog posts, email campaigns and marketing materials

PDFfiller | UX Writer | Jan 2017–Apr 2018 | Kyiv, Ukraine

- First UX writer for a B2B electronic signature and document management platform
- Created a preliminary style guide, controlled vocabulary, and user onboarding flows for complex features