

Derek Kedziora | Content Designer

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Portfolio: derekkedziora.com/portfolio

EXPERTISE

UX Writing | Microcopy for the web and mobile apps, crafting usable and accessible content, being part of the design process from research to wireframes and final designs

Information Architecture | Working on content as a larger system that focuses on simple navigation, discoverability and findability

Content Strategy | Tone and voice, connecting platform microcopy to off-platform communication including email campaigns, landing pages and product help centers

Content Management | Knowledge of HTML and CSS, ability to commit content via Git, experience with multiples CMSes, handing off and managing localization

EXPERIENCE

Hubs | Content Designer

Nov 2021–Present | Amsterdam, Netherlands

I'm the only content designer at scale-up that has a digital ordering platform for 3D printing and CNC machining. My role has been to simplify the language of the platform, create consistency, set a tone and voice guide and localize the entire platform.

Wix | UX Writer

Feb 2019–Sep 2021 | Kyiv, Ukraine

As the first UX writer in the Kyiv office, I launched the WordPress Blog Importer, Wix Challenges, Wix Groups and then built and led a team of UX writers for Wix Communities.

eTeam | Content Strategist

Apr 2018–Feb 2019 | Kyiv, Ukraine

I created and implemented a content strategy to promote a small team of software developers using blog posts, email campaigns and marketing materials.

PDFfiller | UX Writer

Jan 2017–Apr 2018 | Kyiv, Ukraine

I was the first UX writer for a B2B electronic signature and document management platform.