

PROFESSIONAL SUMMARY

Versatile and award-winning Content Designer (UX Writer) and Creative Copywriter with a decade of experience crafting compelling narratives and user experiences for global brands across diverse industries. Recognized for the ability to distill complex ideas into clear, impactful messaging that resonates with consumers and stakeholders alike.

CORE SKILLS

- Digital Transformation
- Content Strategy
- Human-Centered Design
- Design Thinking
- Product Innovation
- Brand Strategy
- People Management
- Interdisciplinary Collaboration

EXPERIENCE

DU (EITC)

Mar 2022 - Present

Manager – UX Writing

Dubai, UAE

- Integral part of du's Digital Transformation project, revolutionising the company's approach to user-centric content across multiple digital platforms. Increased user engagement by 40% across digital platforms through implementation of clear, concise, and user-focused microcopy.
- Reduced customer support inquiries by 25% by improving the clarity and accessibility of UI content.
- Achieved a 30% faster time-to-market for new features through streamlined content creation and approval processes.
- Led the localization efforts resulting in a 50% increase in user satisfaction among non-English speaking customers.
- Implemented A/B testing for UX copy, leading to a 15% improvement in conversion rates across key user journeys.

WORDS MATTER

Sep 2019 - Mar 2022

Founder • UX Writer

U.K & Remote

- **Google:** Overhauled the onboarding flow for a new product, resulting in a 30% increase in user activation rates and a 25% reduction in drop-off during the first-time user experience.
- **Microsoft:** Developed a comprehensive style guide for a major software suite, leading to a 40% improvement in consistency across the product ecosystem and a 20% reduction in localization costs.
- **Booking.com:** Optimized microcopy for the booking funnel, contributing to a 15% increase in conversion rates and a 10% decrease in booking abandonment.
- **Bank of Scotland:** Simplified complex financial jargon in their mobile banking app, resulting in a 35% increase in user engagement with advanced features and a 28% reduction in customer support inquiries related to app functionality.
- Consistently delivered projects on time and within budget, maintaining a 100% client satisfaction rate across all engagements.
- Implemented data-driven UX writing strategies, resulting in an average 20% improvement in key performance indicators across client projects.
- Conducted UX Writing workshops for client teams, enhancing their in-house capabilities and fostering long-term partnerships.

99GAMES

Mar 2017 - Jul 2019

Senior Copywriter

India

- **Star Chef 2:** Developed a compelling brand strategy that contributed to a 40% increase in player acquisition compared to the original game.
- Crafted engaging app store descriptions and screenshots, resulting in a 25% improvement in conversion rates from store visits to installs.
- **Fantastic Chefs:** Conceptualised and executed a cohesive brand voice that resonated with the target audience, leading to a 20% increase in positive user reviews.
- Developed persuasive ad copy for various marketing channels, contributing to a 35% increase in click-through rates.
- **Cross-Game Achievements:** Implemented A/B testing for app store assets, resulting in an average 15% improvement in install rates across both games.
- Collaborated with the design team to create visually appealing and text-optimised marketing artworks, enhancing brand consistency across all platforms.
- Developed a style guide for game copy, ensuring consistency in tone and messaging across all game-related content.

WHITE & GREY MEDIA SOLUTIONS

May 2016 - Dec 2016

Copywriter • Creative Consultant

India

- Spearheaded the development of a compelling pitch strategy for Soulveda, a wellness and lifestyle brand, that aligned with its brand vision resulting in a successful project win.
- Led the creation of an innovative digital content approach for Volvo Group, showcasing the agency's ability to handle complex B2B communications.

HAPPY MCGARRYBOWEN

Jun 2015 - May 2016

Copywriter

India

- **Baba Da Dhaba:** Led the brand identity development, resulting in a Silver Foxglove award. The project showcased ability to blend traditional concepts with modern design principles.
- **FreshMenu:** Supported the brand identity creation, earning a Bronze Foxglove award. The work demonstrated skills in crafting identities for dynamic, tech-driven food service brands.
- **Wonderla:** Developed a vibrant and engaging brand identity for this amusement park, enhancing its appeal to families and thrill-seekers alike.
- **Airtel:** Played a key role in developing and presenting a compelling pitch that secured this major telecommunications client. The pitch highlighted innovative approaches to digital communication and branding in the telecom sector.
- **FundsIndia:** Led the creative strategy for the successful pitch to this fintech company, showcasing the ability to simplify complex financial concepts through effective branding and communication.

MRM//END TO END

May 2014 - May 2015

Copywriter

India

- Spearheaded innovative campaigns and experiential projects for tech giants including Intel, Avaya, Microsoft, and NetApp.
- Developed integrated marketing strategies that blended digital and physical experiences, enhancing brand engagement and customer interaction.
- Collaborated with cross-functional teams to ensure seamless execution of multi-channel campaigns, driving measurable results in brand awareness and lead generation.

MYSTERY BOX STUDIOS

Jun 2013 - Apr 2014

Copywriter

India

- Supported the development and execution of targeted marketing campaigns, enhancing brand visibility in the competitive healthcare sector for a local healthcare brand.
- Played a crucial role in shaping the brand identity for a lifestyle brand (Acquired in 2017), ensuring alignment with the startup's vision and target market positioning; and assisted in developing a comprehensive brand strategy that laid the foundation for consistent and impactful brand communications across various touchpoints.

TECHNICAL SKILLS

- Information Architecture & User Flow Mapping
- User Research & Usability Testing
- Content Design Systems & Pattern Libraries
- Wireframing & Prototyping
- Agile/Scrum Methodologies
- Brand Positioning & Storytelling
- Basic HTML, CSS, and JavaScript understanding
- Interaction Design

TOOLS

- Figma & FigJam
- Miro
- Jira & Confluence
- Ditto & Frontitude
- Midjourney
- DALL-E
- Canva
- Webflow

EDUCATION

EDINBURGH NAPIER UNIVERSITY

Master of Science in Creative Advertising & Branding

2019

Edinburgh, U.K

SCHOOL OF COMMUNICATION

Bachelor of Arts in Journalism & Mass Communication

2013

Manipal, India

AWARDS

2019 GATO AWARD BY IMAI

Best Gaming App • Fantastic Chefs

2016 AFAQS! FOXGLOVE

Silver in Packaging Category • Baba Da Dhaba

BEST OF 2018 GOOGLE PLAY STORE

Most Innovative Gaming App • Fantastic Chefs

2016 AFAQS! FOXGLOVE

Bronze in Packaging Category • FreshMenu