MEG SINGLETON

PORTFOLIO
megsingleton.com

SKILLS
Content
UX Writing
Localization
Accessibility
Analytics
Content Management
Microcopy
Brand Narratives
Email Campaigns
Video Scripts
Blogs
Technical Writing
Help Documentation

UX/Graphic Design
Page Layout
Image Editing
Survey Design
User Research
Comparative Analysis
User Flows
Information Architecture
Wireframes
A/B Testing

MAIN TOOLS
Figma, Sketch, XD
Analytics: Google, Adobe
Essential HTML/CSS
Salesforce: CMS, CRM, Pardot
Photoshop, InDesign
Mailchimp
CMS (WordPress, Jive)

WORK
Block.one | UX Writer, Marketing & Communication
September 2019 – Present | Arlington, VA
Writes, edits, and tests copy for websites and mobile apps
Co-designs mock-ups with designers and developers
Acts as a consultant for UX writing across the organization
Drives conversions by ~15% through A/B testing
Co-develops email campaigns that reach 100,000+ people
Created eight personas to guide a rebrand & site overhaul
Researches and presents solutions for 508 compliance

Esri | Web Content Editor, International Business
August 2014 – September 2019 | Redlands, CA
Directed information architecture for 10,000+ tech articles
Developed content roadmaps for six public channels
Built voice standards and conversation flows for a chat bot
Maintained a style guide for an output of 500+ articles/year
Represented the Support team on a brand taskforce
Implemented a B2B messaging program for 100 partners
Led content strategy for an employee resource group
Created training modules and trained a team of 80+ writers
Interviewed engineers to write proactive technical content

Kids on Campus | English Instructor
February 2013 – March 2014 | Suji-Gu, South Korea
Taught reading, writing, and conversation to 100+ students
Partnered with a translator to enhance school programs

EDUCATION
University of California, Santa Barbara
June 2008 – June 2012
B.A. Global Studies, Honors | Minor: Professional Writing

CERTIFICATIONS
Scrum Alliance | ScrumMaster 2018, Product Owner 2019
General Assembly | User Experience Design 2017
Bridge TEFL | Teaching English as a Foreign Language 2012