

Edgar Garcia

UX Writer/Content Designer | 832-887-8023 | edgar_garcia2332@icloud.com | Washington, DC, USA

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Professional Summary

Experienced Content Designer and UX Writer with a strong foundation in communication, collaboration, and creative problem-solving. Skilled in improving interface copy, creating engaging content, and optimizing user experiences. Known for attention to detail, adaptability, and a user-centered approach. Seeking to leverage my expertise in content strategy, information architecture, and SEO knowledge to drive user engagement and achieve business objectives.

Work Experience

Content Designer / UX Writer- *Sisu VR*

September 2022 – November 2023

Sisu VR is a company that is changing and innovating work safety training through Virtual Reality

- Collaborated with UX design and marketing team on redesign of new website which included content strategy
- Structured content to ensure intuitive navigation and optimized user experience in VR simulation and website
- Developed voice and tone guidelines as well as UX Writing guidelines for current flows, future growth and products
- Conducted user research in collaboration with UX designers and the marketing team to understand user behaviors and inform content decisions.
- Designed content with a focus on enhancing the user journey and achieving business goals.
- Improved all existing copy in the product based on user testing and new voice and tone guidelines
- Led content-related projects as a scrum master, overseeing tasks, timelines, and deliverables.
- Performed user research with UX designers and marketing team to help develop the new website design
- Collaborated with the marketing team on marketing campaigns Implemented SEO best practices to improve content visibility and organic search rankings.

Measurable Metrics:

- User testing results showed an increase of 120% in understanding what company was offering. Achieved this by helping UX team redesign informational architecture of website, creating new copy, and restructuring content
- Beta website launch showed an increase of 40% page views and 25% increase in user time per page as well as a decrease of 20% on user dropage in homepage by implementing all content design changes
- Increase of 23% in newsletter subscriptions by redesigning the newsletter pop-up

Freelance Content Designer / UX Writer- *The UX Duo Company*

March 2022 – Present

Independently own company working on freelance projects

- Collaborate with UX designer to develop client website designs and content strategies aligned with user needs and business goals.
- Produced clear, concise, and engaging content for various design flows and pages, maintaining brand consistency and voice.
- Managed content creation, publishing, and updates using CMS platforms like Wix and WordPress.

Othe Work Experience

Architectural Designer

August 2012 – October 2022

- Collaborated with multi-disciplinary teams, became detailed oriented, and learned to effectively communicate with my team members and clients, balanced client needs and company goes, and other soft skills

Education

UX Writing Hub Bootcamp | UX Writing HUB Certificate | iDxf UX Design Certificate

October 2021 -March 2022

Skills

Technical Skills - Figma, Miro, Notion, Adobe XD, Google Docs, Slack, Google Teams, Outlook, Excel, Wix, Trello

Softs Skills – Communication Skills Verbal and Visual, Detail Oriented and Organized, Problem Solving, Project Management, Mentoring, User Centered Design Processes, Fast Learner, Empathy Driven, Able to Articulate Design concepts to Broad Audience