Mara Strong

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I design easy-to-understand content that people all over the world read. 6+ years of writing for career tech, ecommerce, and media monitoring spaces on both B2B and B2C platforms. Expert at working with Localization, using AI to scale UX Writing, and crafting clear, usable copy.

Experience

Senior UX Writer · BOLD, *Nov 2023 - Present*

- Own all UX Writing for international products and partner with Localization to optimize copy for translation and globalization.
- Create country-specific UX Writing style guidelines to promote consistency.
- Develop scalable LLM UX Writing assistants with Claude to increase efficiency, output, consistency.
- Collaborate with product, design, and research on AI-powered resume and job search features increasing conversion by 2% over 2 months.
- Conduct unmoderated user tests to inform content decisions.
- Design UX Writing AB tests and iterate based on results.

UX Writer II · Wish, *Oct 2020 - Oct 2023*

- Mentored 1 junior writer and 1 intern.
- Increased successful sign ups by 7% and reduced fraud GMV rates by 43% over 6 months.
- Partnered with Localization to optimize copy for translation and globalization.
- Created accessible writing and design practices for UX Writing style guide.
- Collaborated with legal to ensure copy was compliant with global regulatory laws.

UX Writer · Meltwater, *Apr - Oct 2020*

- Brought UX Writing best practices to Meltwater as their first UX Writer.
- Wrote all design system documentation in collaboration with product design and engineering.
- Defined brand voice and tone and drove alignment across content touch points.
- Collaborated with designers, PMs, researchers, engineers, and data analysts on core product.

Content Strategist · Northern California Innocene Project, *Mar - Dec 2019*

- Implemented a person-centered content strategy promoting individual agency and accessibility.
- Proposed and created the foundation for an NCIP podcast series.
- Conducted user research and usability tests using qualitative and quantitative methods.

Education

Bachelor of Arts in English · Santa Clara University, *magna cum laude*

Skills

Figma + Figma Make
Claude
Process implementation
UX Writing for Localization
Accessibility standards
Design thinking
Design system documentation
Unmoderated user testing
AB testing