

DEREK KEDZIORA | CONTENT DESIGNER & UX WRITER

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PROTOLABS Senior Content Designer · Nov 2021–present in Amsterdam

- First content designer at Hubs, which was acquired by Protolabs, required me to work with PMs, designers, and the marketing team to develop a company-wide content strategy across multiple channels including the platform, transactional emails, and marketing outreach
- Responsible for the initial audit and overhaul of all product content, creating localization processes, and integrating content into the design system to improve the impact and scalability of content design
- UX writing for complex, technical flows involving manufacturing for B2B and B2C customers for both the Hubs and Protolabs brands
- Created content-first flows that integrated the Hubs offering inside the Protolabs eCommerce platform, aimed at presenting a single, comprehensive offer, and later refined content choices with experiments and research-based feedback

WIX UX Writer, UX Writing Guild Master · Feb 2019–Sep 2021 in Kyiv, Ukraine

- Sole UX writer for Online Programs, Wix Groups, and Wix Domains
- Led collaboration with UX writers for Wix Community apps (blog, forum, groups, online program and pricing plans) to maintaining consistency and adherence to voice guidelines
- Building a diverse team by participating in the recruiting, onboarding, and mentoring of new writers in my role as Guild Master

ETEAM Content Strategist · Apr 2018–Feb 2019 in Kyiv, Ukraine

- Created and implemented a content strategy to promote a small software development agency
- Blog posts, email campaigns and marketing materials

PDFFILLER UX Writer · Jan 2017–Apr 2018 in Kyiv, Ukraine

- First UX writer for a B2B electronic signature and document management platform
- Created a preliminary style guide, controlled vocabulary, and user onboarding flows for complex features

RELEVANT QUALIFICATIONS

UX certification from NNG, August 2021