

# ALEX WAGNER

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## SUMMARY

Experienced UX Content Strategist with seven years of experience in the role. Known for driving vision for product language and content to improve end-to-end user experiences. Proven leadership skills in managing and collaborating with cross-functional projects and teams. Proficient in crafting impactful UI text for user experiences, including UI navigation, onboarding, promos, documentation, and error messages. Eager mentor to junior UX writers.

## EXPERIENCE

### Content Strategist (Contract)

August 2022 - May 2023

- **GitcoinDAO** | New York, NY
  - Editor-in-Chief for Gitcoin Digest, the organization's journal of the web3 space. Published to 120k subscribers weekly. Shaped content strategy and direction upon assuming role.
  - Created methodology for a/b-testing newsletter versions, optimizing content based on user behavior and insights. Continually iterated newsletter features for optimal user experience.
  - Published and edited numerous blog articles on Gitcoin blog, and ran content team meetings.

### UX Content Strategist (Full-time)

October 2021 - September 2022

- **Sobol** | New York, NY
  - Conceived and launched the DAO Cartography Program, scaling Sobol's ability to onboard new organizations to the platform. Managed team of contributors and created training documentation to ensure success in their efforts to onboard new DAOs to the product.
  - Collaborated with engineers and UX designer to create UX copy and documentation for the Sobol app. Shaped brand voice and advocated for users by sharing user feedback from onboarding new users via calls and constant support.
  - Owned the content function of the company, driving multi-channel content strategy and executing across various channels: technical blog content, Twitter, and live Discord and Twitter events.

### Content Strategist (Full-time)

January 2020 - January 2022

- **Scout** | San Francisco, CA
  - Owned editorial function for the company, publishing new articles and updating existing articles to maximize SEO ranking on Google search to generate new inbound for the company. Worked with founder to publish long-form B2B marketing blog articles.

### UX Copywriter (Contract)

May 2021 - October 2021

- **Friends with Benefits** | New York, NY
  - Collaborated with designers and engineers to craft UX copy for onboarding web app, with special attention to user privacy. Also, conducted user research survey and presented user insights to product team, which were later incorporated as features in the app.
  - Launched FWB Wiki project, a complex documentation set for new members of the DAO. Managed team of seven contributors to complete the project according to stakeholder timeline and requirements.
  - Contributed UI copy for mobile app leveraging web3 technology to allow users to opt-in to events.

### Technical Writer (Full-time)

January 2017 - May 2018

- **Equeum** | New York, NY
  - Led project to re-write error messages to make them more actionable to end user. Worked closely with engineers over a period of three months to refactor error messages and implement solution.
  - Worked closely with lead designer to write and deploy UX copy for product.
  - Edited and contributed to help documentation.

### Content Strategist (Full-time)

January 2016 - November 2016

- **Hyphen Labs (Google Jigsaw Project)** | New York, NY
  - Worked as a content strategist and project manager for a project incubated by Google Jigsaw.
  - Contributed content writing and script writing for interactive VR project.
  - Project managed timelines and contractors to deliver project milestones and deliverables.

## EDUCATION

### Bachelor of Arts in Arts and Technology

- **University of Texas at Dallas**  
US, Texas, Dallas

## INVOLVEMENT

### **SFPC Resident**

August 2016 - January 2017

### **ITP Camp Fellow**

June 2015 - July 2015

- **School for Poetic Computation** | School for Poetic Computation
  - Created complete documentation of my experience at computational art program by publishing to blog daily about what I learned that day.
- **NYU** | NYU Tisch
  - Selected as ITP Camp fellow and given full scholarship to camp. Led workshops on 3D scanning, documentary filmmaking, and 3D printing for kids. Created 3D-printed sculpture series for final show at camp.