Derek Kedziora | Content Designer
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Portfolio: uxcontent.work

EXPERTISE

Microcopy | information architecture | content strategy | localization management | content management | transactional emails | mentoring | evangelizing content design | style guides

EXPERIENCE

Hubs | Senior Content Designer | Nov 2021–Present | Amsterdam, Netherlands
I'm the only content designer for e-commerce platform for digital manufacturing. I've simplified the language of the platform, set a tone and voice guide, and localized the entire platform. My most recent project has been rebranding Hubs as Protolabs Network.

Wix | UX Writer, UX Writing Guild Master | Feb 2019–Sep 2021 | Kyiv, Ukraine
As the first UX writer in the Kyiv office, I launched the WordPress Blog Importer, Wix Challenges, Wix Groups and then built and led a team of UX writers for Wix Communities, which empowers small business owners to engage with and sell services to their communities.

eTeam | Content Strategist | Apr 2018–Feb 2019 | Kyiv, Ukraine
I created and implemented a content strategy to promote a small team of software developers using blog posts, email campaigns and marketing materials.

PDFfiller | UX Writer | Jan 2017–Apr 2018 | Kyiv, Ukraine
I was the first UX writer for a B2B electronic signature and document management platform. I created a preliminary style guide, controlled vocabulary, and user onboarding flows to complex features.