

Debora Barbato
Senior Content Designer

www.linkedin.com/in/debora-barbato-81b2113b
623 Joost Ave, San Francisco, CA, 94127, US. | +1 (415) 767-9092
de.barbatosf@gmail.com | debs.ink

Senior Content Designer with 10+ years of digital design experience including 6 spent in the financial sector. Specialized in mobile-first content strategy, cross-functional collaboration, and data driven optimization. Adept at crafting inclusive microcopy and scalable content systems that simplify complex product experiences while ensuring a consistent and authentic brand voice.

Work Experience

Senior Content Designer and Strategist

J.P. Morgan Chase | San Francisco, CA. | August 2019 - Present

- Led the information architecture (IA) redesign of Chase's mobile customer support experience, cutting call volume by 35% (90,000 fewer calls per month) and saving \$3M annually.
- Partnered with Design System, UX and researchers and cross-product teams and established efficient collaboration workflows and processes.
- Turned customer insights into actionable, user-centric content strategies, increasing overall engagement with the Snapshot feature by more than 10%.
- Leveraged user research and iterative design to revamp the "More" menu IA, boosting experience engagement by 124% and reducing bounce rate by 3%.
- Collaborated with researchers to prototype and test content early, ensuring seamless, validated user interactions.
- Facilitated ad-hoc training sessions with cross-functional teams, sharing best practices in content strategy and UX writing—accelerating average content delivery from 5 days to just 3.
- Worked closely with designers and product managers to align and clearly communicate content design strategies across teams.
- Collaborated with cross-functional teams to articulate user needs and develop targeted content solutions.
- Skilled presenter who communicates design rationale and content strategy with clarity and confidence.
- Mentored 30+ new content designers through a structured onboarding program, improving team delivery speed by 30% and standardizing UX writing practices across the organization.

Search Editor - AI-UX Editor for Ads.

Yahoo inc. | Sunnivale, CA. | October 2016 - March 2017

- Automated analysis of over 1,000 weekly ads using ML pipelines, reducing manual processing time by 70% while maintaining data quality.

- Trained LLM models by feeding curated datasets of sentence-key pairs, improving model accuracy by 25% and enhancing contextual understanding for natural language processing.
- Delivered Yahoo Italia's news feeds with clear, jargon-free language to 5M+ daily users, transforming complex information into accessible, conversational interfaces.
- Crafted microcopy and UX writing for AI-powered features, balancing clarity with personality to build user trust and reduce confusion by 40%.
- Proofread and edit 100+ weekly texts with 99.5% accuracy, establishing content moderation workflows to identify potential harmful AI outputs.

Data Entry Specialist

AllTrails inc. | San Francisco - May 2016 | October 2017

- Audited 2,000+ data points and mixed media sources for accuracy, establishing quality benchmarks that prevented AI model hallucinations and improved training data reliability by 35%.
- Enhanced content design on AllTrails website and mobile app serving today 50M+ outdoor enthusiasts, optimizing information architecture to reduce cognitive load by 40%.
- Conducted 50+ QA sessions identifying critical issues, translating technical bugs into actionable engineering tickets with 95% first-pass resolution rate
- Partnered with engineering teams to establish feedback loops between content quality and system performance, improving overall product reliability

Core Skills

Content development, Content design, Content creation, Content strategy, UX writing, Writing skills, UI copy, Document management, Voice & tone, Visuals & sketching, Business insights, Research & analysis, CSAT / NPS, Customer service, Adobe analytics, Communication framework, Figma, JIRA, Confluence.

Education

MA in Geopolitics, BA in History - Universita' La Sapienza, Rome, Italy.

Certificate in Computer Science, Web Design - CCSF, San Francisco, CA. U.S. .

Languages

English (native), Italian (native), Spanish (basic).