Michael Gurliaccio

CONTENT DESIGNER/UX WRITER

CONTACT

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SKILLS

- Content strategy
- Information architecture
- User experience research
- Human-centered design
- Creating style guides
- Crafting voice & tone
- Stakeholder interviews
- Requirements gathering
- Iterating on feedback
- Prototyping
- Agile & Waterfall
- Accessibility

TECH I USE

- Figma
- Miro
- Sketch
- Slack
- InVision
- UserZoom
- Google Workspace
- Adobe Creative Cloud
- Trello
- Asana
- Microsoft 365

ABOUT

I'm a **content designer** with 10+ years of experience crafting user-centric content for leading tech, telecom, and healthcare companies. I believe human-centered design can make technology feel magical and indispensable.

EXPERIENCE

○ Content Designer Contract

Google Core TVC 2023 to Present
As the lead content designer for 3 teams, I'm responsible for all **content strategy**, **UX writing**, and **content research** for:

- **Metrics that Matter** a dashboard for Google executives
- **Data Security Framework** a scalable solution for data access
- **Team Graph** a map of Alphabet's organizations and teams

○ UX Writer/Content Strategist Contract

T-Mobile Embedded 2022 to 2023
I was the lead UX writer in charge of **content strategy**, **information architecture**, and **UX writing** for 2 of the company's leading initiatives:

- **HINT** *home internet* reimagined with the user at the center
- **BTS** new shopping hub for everything *beyond the smartphone*

Google Cloud TVC 2021 to 2022
As the sole content strategist on the Solutions Engineering team, I interviewed Cloud stakeholders to:

- ❖ **Develop** a scalable content strategy for global sales assets
- ❖ **Establish** a new and maintainable content lifecycle
- ❖ **Write** scripts for animated videos about Cloud's benefits

○ Content Strategist Full-time

Digital Foundry at Anthem Healthcare 2018 to 2021
I was the first content strategist hired by this new team dedicated to digital innovations, brought on to:

- ❖ **Create** a new website introducing the team's superpowers
- ❖ **Collaborate** to build the company's first design system, *Motif*
- ❖ **Oversee** all UX writing and content strategy for the team