

# Richa Chaturvedi

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## Senior UX Writer

With over 4 years of experience in UX Writing, I have a deep passion for design and a comprehensive understanding of user needs. My expertise includes developing content style guidelines and tone of voice documentation at every organization I've worked with. I have successfully introduced content design best practices and a content-first design approach to enhance design quality and simplicity.

## Work Experience

### Senior UX Writer, ALLEN Digital

19/02/2024 - Current

- Established a structured process as the first UX writer in the company
- Developed and implemented style guides for consistent user experience
- Conducted comprehensive audits to enhance UX quality
- Collaborated with a team of 12 designers on various projects
- Led the design of a product addressing the mental health of students, from naming to UX flow
- Worked on features such as doubts resolution, tests, and live classroom experiences
- Created and wrote NPS surveys to gather valuable insights from students and improve services
- Participated in numerous product naming exercises
- Conducted in-person usability testing to ensure product effectiveness and user satisfaction

### UX Writer II, Uni Cards

01/2021 - 02/2024

- Joined the company as their first UX Writer at a Beta stage and single-handedly content-designed the first Uni app, including the Pay-in-3 credit card product. Successfully navigated the intricacies of introducing a non-traditional financial product to a conservative Indian user base, addressing complex challenges head-on.
- Enhanced user experience across Uni's Android, iOS, and web platforms through the creation of comprehensive content style guidelines, implementation of a robust copy system, and development of tone and voice guidelines for consistent branding and messaging.
- Participated in a company-wide product transformation, taking the lead in content designing for innovative financial offerings such as a new non-traditional loan product and P2P investment platform.

- Collaborated with multiple stakeholders such as Growth, Care, marketing, business, designers, researchers, product managers, and engineers to craft UX solutions.
- Created a process to smoothly collaborate with different stakeholders to develop multiple user journeys.
- Conducted user interviews and used data to measure the impact of UX writing. Also led the hiring of UX Writers in the team and mentored the second UX Writer in the team.

### **UX Writer, Fisdom**

07/2020 - 01/2021

- Joined the company straight out of college as my first job and effectively collaborated in a remote working environment using Jira and Slack.
- Created a style guide to define copy principles and tone, ensuring consistency throughout the entire application.
- Simplified UX for investing by crafting multiple product journeys, including landing pages for insurances, mutual funds, gold, and investments, specifically aimed at high-net-worth individuals.

### **UX Writer Intern, Yulu**

12/19 - 07/20

- Single Handedly crafted UX writing and product communication, also led the UX research project.
- Revamped the entire onboarding flow and the homepage for the Yulu Miracle (e-bike) booking.
- Conducted A/B tests for copy and integrated UX research to reduce friction in user journeys, resulting in an 18% reduction in customer tickets.

### **Corporate Communications Intern, ABB India**

6/19 - 9/19

- Worked in the Content team under the Corporate Communications department to create content for a global audience.
- Wrote press releases for the ABB Hitachi deal and articles on sustainable transportation.

**Education - Bachelor of Arts English (hons.) University of Delhi | 2020**

### **Other Experiences**

**UX Writing Mentor** Mentored over 30 students, especially those with English or writing backgrounds, on UX writing and its opportunities through one-on-one sessions. Delivered insightful talks about UX writing on YouTube.