

# Katya Margolin

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UX writer. User-centric design thinker. Brand storyteller.  
Ten-year background ranging from tech startups to Fortune brands.  
Let's bridge the gap between product, brand, and people.

## Technical Skills

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G Suite, MS Office Suite, JIRA, Zeplin, Adobe Acrobat, WordPress, Adobe Premiere Pro

## Professional Experience

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### **UX Writer, GoPro**, San Diego, CA (July 2019 - May 2020)

- Partnered with product designers and managers, engineers, UX researchers, and marketing team to develop intuitive user experiences and cohesive product narratives
- Wrote, tested, and iterated on content for mobile and desktop end-to-end experiences including UI text, onboarding, promos, error messages, help text, product messaging
- Established style guidelines for UX copy; drove content standards and unified voice across products and platforms

### **Content Designer (Contract), Intuit**, San Diego, CA (Sept 2018 - Feb 2019)

- Co-developed user testing strategy, navigated conflicting feedback from multiple stakeholders, iterated rapidly
- Drove vision for new product messaging while maintaining brand cohesion across products
- Ensured consistency in brand voice and tone, flexing as needed across touchpoints

### **UX & Copywriter / Editor**, Remote Freelance (Feb 2012 - Current)

- Write / edit micro- and web copy, messaging, and a variety of content for web and mobile
- [Virgin.com](http://Virgin.com): published articles lauded by Richard Branson; interview thought leaders

### **Senior Copywriter, Cambridge Biomarketing**, Cambridge, MA (Jan 2016 - Oct 2017)

- Created messaging, strategies, and concepts to build brands and campaigns
- Translated technical information into digestible copy for web, desktop, and mobile
- Partnered closely with UX designers, legal specialists, digital strategists, account

### **Content Manager & Editor, The Angiogenesis Foundation / Bayer Healthcare**,

Cambridge, MA (Nov 2012 - May 2015)

- Managed 7 multimedia campaigns for Bayer Healthcare and Regeneron partners
- Wrote and launched multimedia websites in collaboration with designers and developers
- Grew campaign membership by 3X and social media following by 5X within 12 months

**Corporate Citizenship Intern, Waggener Edstrom, Lake Oswego, OR (June - Sept 2011)**

- Synthesized industry research and wrote insight reports for Microsoft STEM initiatives
- Co-developed agency's first report to the United Nations Global Compact

**Strategic Communications Consultant, Portland, OR (July 2008 - June 2011)**

- **TigerLogic (Postano account)**
  - Developed new brand and launch strategy; recognized by [Mashable](#) and [VentureBeat](#)
- **CoreMedia**
  - Implemented novel marketing programs that increased web traffic by 35% within six months
  - Cultivated strategic relationships across public, private, and nonprofit sectors

**Training & Leadership**

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**Design for the Homeless, San Diego, CA (March – April 2019)**

- Conducted/analyzed field research, contributed to experience mapping, ideated solutions

**Storytelling for Influence Course, IDEO Online, License 2936-1551240 (Oct 2017)**

**Lightweight Backpacking & Leadership Course, National Outdoor Leadership School (NOLS), Gila National Forest, New Mexico (October 2016)**

**Podcast Co-Founder, Host, Producer, The Venture Cafe: Startup Studio, Cambridge, MA (Feb 2015 – Nov 2016)**

**Write to Change the World Seminar, The OpEd Project, Boston, MA (Feb 2012)**

**Media Fellow, The Media Institute for Social Change, Portland, OR (July – Sept 2007)**

- Featured on local NPR station

**Education**

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**Lewis & Clark College, Portland, OR (May 2008)**

Bachelors of Arts: International Relations

**Universitat Pompeu Fabra, Barcelona, Spain (Jan – May 2007)**

Global Student Exchange Study Abroad Program: Spanish Language, Media and Politics

**Mount Holyoke College, South Hadley, MA (2004 – 2005)**