

Melissa Woods

UX WRITER | CONTENT STRATEGIST

Boston, MA

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www.melissajywoods.com

*A UX and content professional specializing in combining business goals with user goals.
Passionate about building inclusive experiences and environments rooted in user empathy.*

- UX Writing
- UX Design
- UX Research
- Content Strategy
- Copywriting
- Brand Alignment
- Project Management
- Stakeholder Management
- Digital Marketing

PROFESSIONAL EXPERIENCE

*Seeking a role that brings UX, content and communications work together
to build pleasing experiences that resonate and convert.*

- Nextech Systems** – Tampa, FL 6/2024 – 8/2024
Product Management Graduate Intern 10/2024 - present
- UX writing, research and usability testing of electronic health records management software with customers and SMEs.
- Bentley University User Experience Center** – Tampa, FL 8/2024 – present
Research Associate, Assessment Specialist (Federal Contractor)
- Writing moderation guides and moderating testing sessions of NAEP assessments (grades 4, 8, 12) on behalf of Educational Testing Service and the Department of Education.
- Bentley University Virtual Reality Communications Lab** – Waltham, MA 1/2024 – Current
VR and XR Research Assistant
- Conducting doctor – patient communication design experiments using 360 degree virtual reality environments in Talespin software
 - Collection and analysis of participant sentiment data paired with biometric tracking to measure emotional response to verbal and non-verbal cues in conversation design
- Trued Apparel** – Norwood, MA 7/2019 – Current
Founder, Content Strategist and Designer
- Creating and managing complete customer journey from top-of-funnel e-commerce material to post-purchase points of contact
 - Generating all marketing copy and content, including web, email, social and ad placements
- Broad Institute of MIT and Harvard** – Cambridge, MA 7/2023 – 10/2023
Lead UX Writer, contract
- Spearheading content development for front-facing website of SaaS research product

- Directing content hierarchy and provided recommendations to PM and UX Designer
- As first-ever UX Writer at the Broad Institute, setting standards for process and best practices
- Optimizing layout for web and mobile experience

Houghton Mifflin Harcourt – Boston, MA

8/2021 – 9/2022

Content Manager, Corporate Communications

- Collaborating daily on cross-departmental projects with Executive Leadership Team, CSR and DEI
- Creating and maintaining intranet content dedicated to inclusive design initiatives at HMH
- Leading the Employee Resource Group (ERG) community in amplifying stories on HMH's Talent and Culture, and engaging audiences through meaningful, creative and strategic communications
- Developing event schedule, speaking engagements and internal communications for annual DEI Summit with Senior Director of DEI and Director of CSR, attended by 1,200 employees
- Conducting user feedback sessions before, during and after DEI Summit to optimize future content

Peabody Essex Museum – Salem, MA

7/2016 – 7/2021

Content Manager

- Managing user journey in crafting effective content strategy, and screen-to-screen user flow to optimize the museum's digital platforms, including website, email and social media content
- Analyzing qualitative and quantitative user feedback and data points from website, blog and social media to make communications and content recommendations
- Crafting user personas in partnership with external agency to restructure and optimize web experience
- Directly managing PEM's social media channels, with combined audience of over 100K followers
- Collaborating with external agencies in support of paid social media campaigns and SEO
- Managing cross-departmental projects with Curatorial, Development, Marketing and Executive Office

EDUCATION

BENTLEY UNIVERSITY GRADUATE SCHOOL OF BUSINESS, current – Waltham, MA
 Master of Science in Human Factors in Information Design (currently pursuing)
GENERAL ASSEMBLY, 2023 – Boston, MA
 User Experience Design Immersive
 User Experience Design Circuit
BOSTON UNIVERSITY, 2016 – Boston, MA
 Master of Business Administration (Dean's Achievement Scholarship)
 Major in Marketing
WELLESLEY COLLEGE, 2008 – Wellesley, MA
 Bachelor of Arts

LANGUAGE SKILLS

English (Fluent), Mandarin (Intermediate); Spanish (Intermediate); Italian (Conversational)

TECHNICAL SKILLS

UX: Figma, Sketch, Lucid, ProtoPie
 CMS: WordPress, SharePoint, Wix, Squarespace, Shopify, Confluence
 CRM: Hubspot, Salesforce; Mailchimp, Klaviyo, SurveyMonkey
 Social Media: Meta Creative Suite, X, Pinterest, LinkedIn
 Project Management: Basecamp, Monday.com, Trello, Jira, Miro
 Graphic Design/Video Editing: Adobe Creative Suite, Avid Pro Tools, Final Cut Pro
 Administrative: MS Office; Google Suite