

Hilary Zalon

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Conscientious and Empathetic UX Writer

I see UX writing as the glue that forms a human connection between the user and the product.

While I might nerd out over great UX writing, I recognize that **effective writing is rarely noticeable**. I appreciate how content can contribute to **clear, compelling, and enjoyable user experiences** that **balance the needs of the user with the goals of the company**. Although I feel that UX people are my people, I'm also **energized by interacting with (and learning from) different teams**, whether it's Development, Product, or Marketing. And where some people see error messages, tool tips, or instructions, **I see opportunities** to advocate for the user, express the brand voice, and strengthen the relationship between the user and the company.

Relevant Certifications

Certificate in UX Writing | UX Writing Hub, UX Content Collective

CUA: Certified Usability Analyst #6120, CXA: Certified User Exp. Analyst, #437 | Human Factors International

Technical Skills & Strengths

Figma • Miro • Slack • Adobe Photoshop & Illustrator • Google Analytics • Trello/Asana • Notion/Coda
Qualtrics/SurveyMonkey/Typeform • iWork/Microsoft Office/Google Workspace
Basic skills in: HTML/CSS/Markup, R, SQL, Tableau

Writing & Editing • Project Management • Adaptable • Organized • Detail-Oriented • Eternally Curious

Work Experience

UX Writer | Jesse Byrd Creative, Inc.

2021 – Present

Work with writing team on user interface copy for contract projects.

- Provide copy and microcopy suggestions for onboarding screens, forms, upsells, and other user flows.
- Work with copy docs, copy decks, and Figma mockups.
- Develop brand voice documentation and establish groundwork for content style guides.

UX Writer | DemocracyLab

2021 – Present

Help advance the design team's goals while contributing to projects that improve the user experience for this tech-for-good nonprofit.

- Served as Associate Design Team Lead for Q3 (included leading weekly team meeting to review projects).
- Ensure clear, concise, and consistent communication to help users complete their tasks.
Work includes error messages, forms, dialog boxes, toasts, CTAs, microcopy, emails, and instructional text.
- Initiated creation of company-wide Content Style Guide.
- Collaborate on company-wide updated Design System with lead designer for DS.
- Review and evaluate user research to determine which components are working and which need improvement.
- Work seamlessly with designers in Figma and other programs.

Usability & Small Business Consultant

2003 – 2021

- Wrote copy and microcopy for websites to facilitate easy and enjoyable user experiences.
- Performed audits for usability, IA, e-commerce conversion optimization, and SEO.
- Delivered insights on competitive landscapes, new verticals, and intellectual property.
- Built and customized Squarespace websites; created brand boards and marketing materials.

Work Experience (cont'd)

Director, Special Projects | Belly Bandit

2017 – 2018

Managed multiple projects from start to finish in this fast-paced maternity apparel and e-commerce company.

- Reviewed current e-commerce site and offered suggestions to increase conversion, leading to a content database initiative, resulting in improved user experience, increased employee productivity, a decrease in costly discrepancies, and fewer complaints for Customer Service.
- Established new product copy workflow, leading to higher efficiency and prevention of unnecessary printing costs.
- Partnered with industry consultants to develop new brand extensions, ensuring consistency of brand voice.

Associate | Plus Capital

2014 - 2016

Supported daily activities of stakeholders in this venture fund and advisor group.

- Performed due diligence on industries, companies, and trends, contributing to the decision-making process.
- Wrote reports to present to stakeholders.
- Met with entrepreneurs to assess fit for fund, providing valuable feedback to executive staff.

Founder | TheCradle.com

2006 – 2010 (Sold)

Founded this award-winning site for expectant and new parents, building the company from idea to launch, growth, and eventual sale.

- Developed and delivered a consistent user experience by maintaining brand's voice and tone, ensuring both consistency of quality and recognition of users' needs, and implementing insights gained from continual iterations and user feedback.
- Managed multiple competing priorities in a fast-paced workplace, including hiring and managing an experienced and dedicated team, fostering a collaborative environment, working with external legal and PR teams, and facilitating partnerships.
- Operated company and drove growth to 100k monthly visits and 1mm+ monthly page views.
- Learned from mistakes and recognized when a sale was the best option.

Director of Production | Radio Free Virgin

2000 – 2003

Oversaw all online production for this Internet radio company funded by Richard Branson: Managed department, produced online content, ensured brand consistency.

- Collaborated across teams and the larger Virgin Ent. organization to promote the radio player, resulting in 3mm+ downloads.
- Developed relationships with clients (brands, record labels), resulting in repeat projects and growth of partner offerings.
- Fought plagiarism and delivered well-received project after discovering that content provided by an "expert" was taken verbatim from a select number of sources. Met deadline while ensuring content was properly cited; project was featured in *Billboard* magazine.

Education

MBA UCLA Anderson School of Management, Los Angeles, CA

BA, English Lafayette College, Easton, PA