

EMA GLOBYTE

UX WRITER

DETAILS

PHONE

07972650061

EMAIL

emaglobyte@gmail.com

SKILLS

Creativity



Flexibility and adaptability



Highly motivated



Communication



Teamwork



Time management



LANGUAGES

English

Lithuanian

Spanish

SOFTWARE SKILLS

- Figma
- Sketch
- Intercom
- Zendesk
- Zeplin

PROFILE

Looking for a seasoned UX writer to help you create beautiful user experiences?

You've come to the right place. In my world, every word matters – every user counts.

My mission is to use words to make people's lives easier and save them precious time.

EMPLOYMENT HISTORY

UX writer, NordVPN

London

Aug 2021 — Present

At NordVPN, I work closely with designers and product owners to create simple, clear, and intuitive flows for our users.

As Nord Security is a fast-growing company (I), my job is to make it easy to purchase our products (Checkout) and manage your subscription (User Control Panel).

On top of crafting user-friendly content for product flows, I support the designers with user testing and interviews to get invaluable user insights that drive our decision-making.

Product Copywriter, Treatwell

London

Oct 2019 — Jul 2021

I collaborate with product managers and designers to create beautiful user experiences.

Everything we do, we do with our users, their pain points, and their expectations in mind.

User feedback is what empowers you to create a product your users won't want to live without.

We're open to feedback and are not afraid to challenge each other's ideas with courage and respect. That's our recipe for designing simple, intuitive and human user experiences.

As a Product Copywriter, I'm responsible for all content within our SaaS product. Here's what I do:

- Craft clear, concise and consistent user interface copy (for our app and web)
- Design and write delightful onboarding flows that set our users up for success from the start
- Plan, create and execute in-product messaging (feature announcements, app updates)
- Collaborate with product managers and designers in feature inception, design, and user testing
- Work closely with the Brand and Creative teams to ensure our voice is consistent across multiple platforms and multiple touchpoints
- Help my colleagues become better writers by providing feedback and guidance on Treatwell's tone of voice
- Create, review and edit our Help Centre resources to enable our users to self-serve

Copywriter, millennialmoney.com

Remote

Oct 2018 — Jan 2021

Millennial Money is all about making financial success accessible to everyone by cutting out jargon, simplifying the complex, and helping millennials make better financial decisions.

As one of their copywriters, I've written blog posts on various personal finance topics to empower our users to manage their money better.

Copywriter, Airbnb (via Translated)

Rome

Mar 2019 — Oct 2019

In 2019, Airbnb ran a major global localisation project. They formed a task force to localise Airbnb's website and app for 31 new markets, which I joined as a Copywriter.

- Trained 25 translators on the Airbnb's tone of voice and values (webinars, 1 to 1 training, etc.)
- Regularly reviewed translations and gave constructive feedback to improve the quality of our work
- Transcreated slogans, marketing content, and other creative material
- Worked closely with other copywriters to establish streamlined processes
- Collaborated with the Language Lead to hit our weekly targets
- Met very tight deadlines (transcreated 900,000 words in 3 months)

Content Writer | Social Media Writer, Wholesome Culture

Remote

Jun 2018 — Mar 2019

Wholesome Culture – a growing, sustainable wellness and clothing company – hired me to craft inspiring blog content to boost audience engagement and, ultimately, their product sales.

I also wrote content for their social media pages to encourage people to click-through to their website.

Senior Research Executive, YouGov

Remote

Sep 2012 — Sep 2017

Before I embarked on my writing career, I was busy running projects for global companies across different sectors at YouGov.

I moved up the ladder quickly and was trusted with projects for the likes of Amazon, Kellogg's, Uber, Reuters, and IPC media.

- Writing surveys (finance, media, shopping, TV consumption, etc.)
- Managing multiple projects at once
- Managing junior research executives
- Press release writing, proofreading, and editing (+ heated debates with PR professionals about why misrepresenting your data is a hard no)
- Analysing data to find compelling insights and narratives that help businesses make better decisions

EDUCATION

BA Media and Communications, Goldsmiths College, University of London

London

Sep 2009 — May 2011