

Melissa Wasserman | CONTENT DESIGNER & UX WRITER

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PROFESSIONAL SUMMARY

Content designer and UX writer with **13+ years** of experience translating complex systems into clear, user-centered experiences, from **Fortune 500 enterprises to early-stage startups**.

Career Highlights

- Supported **10K+ employees** across enterprise content systems
- Reduced onboarding friction by **~30%**
- Earned **90%+ client satisfaction**
- Built **12 client-facing assets in 3 weeks** for a startup client

RELEVANT EXPERIENCE

Freelance Content Designer | Procyon Services | Remote February 2026

- Transformed raw, text-heavy content into a branded collateral system across **12 client-facing assets in 3 weeks**
- Enabled an early-stage startup to launch its first reusable offline collateral system
- Built templates, visual standards, and a style guide for flexible, mix-and-match use
- Influenced website content hierarchy and visual structure
- Led live reviews and maintained a shared tracker to streamline feedback and approvals

Senior Content Designer | NIIT | Evanston, IL April 2015- April 2023

- Designed enterprise content systems and training experiences supporting **10K+ employees** across Fortune 500 environments
- Reduced onboarding and troubleshooting friction by **~30%** through reusable playbooks, templates, and content standards
- Partnered with leadership, SMEs, and cross-functional teams to translate complex workflows into clear, scalable experiences
- Mentored and led **15+ designers**, strengthening content consistency and team efficiency
- Earned **90%+ client satisfaction** and contributed to **six consecutive contract renewals**

Senior Features Reporter | Windy City Times | Chicago, IL July 2012- November 2022

- Translated insights from **300+ interviews** into clear, audience-centered content
- Wrote **300+ feature articles** reaching **125K+ monthly readers**
- Simplified complex topics for diverse audiences

SKILLS

Content design
UX writing
Content strategy
Information architecture
Voice and tone
Content systems
Research synthesis
Cross-functional collaboration

Tools

Figma
FigJam
ChatGPT
Google Workspace
Microsoft Office

EDUCATION

UX Design Certificate | CareerFoundry
B.A. Journalism | Indiana University Bloomington