Melissa Wasserman
WRITER | CONTENT DESIGNER

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SUMMARY

Experienced Writer and Content Designer with a background in journalism, UX writing, technical writing, and e-learning design and development. Skilled in crafting clear, engaging content to meet audience needs.
Strengths include:
• Tailoring tone, style, and messaging for diverse audiences
• Communicating effectively and collaborating in agile environments
• Solving complex problems with creativity and analytical thinking

EXPERIENCE

Senior Instructional Content Designer   March 2018- April 2023
Content Developer   April 2015- February 2018
NIIT: Cognitive Arts | Evanston, IL
Clients: USAA, Bank of America, Meta, and KeyBank
- Created and designed client-facing training materials, leading to high customer service rankings, increased understanding among learners, and enhanced job proficiency.
- Built strong client relationships through cross-functional collaboration, securing ongoing business partnerships and contract renewals.
- Translated complex concepts into cohesive user assistance solutions, applying user-friendly language while aligning with business requirements and brand standards.
- Managed multiple projects, adapting to shifting deadlines and evolving business priorities in an agile environment.
- Fostered team productivity, communication, and growth by developing guides and resources, and leading meetings, enabling quick issue resolution.
- Conducted research and usability testing to eliminate knowledge gaps while creating accurate, conversational documentation for a broad range of clients.

Senior News Reporter   July 2012- November 2022
Windy City Times | Chicago, IL
- Interviewed 300+ sources to report detailed stories clearly to the LGBTQ+ community.
- Generated feature ideas, attracting over 125,000 online readers monthly and about 40,000 social media followers.

Contributing Reporter   May 2011- September 2017
Pioneer Press | Glenview, IL

Customer Experience Lead   November 2012- August 2015
Tricoci Salon & Spa | Chicago, IL

SKILLS

Collaboration & Communication
Content Design & Strategy
Customer Service
Data Analysis
Mentoring
Multi-Tasking & Project Management
Problem-Solving
Public Speaking
Research
SEO-Optimization
Stakeholder Interviews
Storytelling
Workflow Enhancement
Writing & Editing

TOOLS

Adobe Creative Cloud
Articulate 360
Canva
Content Management Systems
Figma
Google Workspace
Microsoft Office
Task Management Systems
Vyond

EDUCATION

CareerFoundry
UX Design Certificate

Indiana University
Bachelor of Arts
School of Journalism
Bloomington, IN

University of Wollongong
Study Abroad Program
New South Wales, Australia