

Seth Baldwin

UX Writer | Content Designer

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[View my portfolio](#)

SUMMARY

Strategic UX writer with 3 years of experience, including 2 years in the credit and financial space, turning complex ideas into clear, concise and friendly language. Skilled at balancing product requirements and customer needs, juggling multiple projects and collaborating with cross-functional teams in a remote environment. Exhibits a strong point of view and advocates for content throughout the design process.

EXPERIENCE

UX Writer, Experian, Full-time

Jan 2022–Apr 2024

- Led content design for the experience architecture domain, which includes navigation, notifications, dashboard, account management, identity protection and sign-in flows
- Wrote content for a dashboard redesign MVP, resulting in a 9.4% increase in page visits and a 6.51% increase in upsells on web, an 8.5% increase in page visits and a 15.7% increase in upsells on iOS, and a 19.6% increase in page visits and a 10.5% increase in upsells on Android (as of Nov 2023)
- Identified areas of improvement and crafted new copy for Experian's personal privacy scan onboarding experience, driving a 60% increase in engagement and a 40% increase in conversions
- Used user research and feedback to understand pain points and inform content for a new goal-setting feature
- Partnered with designers, researchers, product managers, developers, marketing, legal and other stakeholders to align on goals and strategies and ensure consistency
- Contributed to and helped evolve content guidelines and standards
- Managed content and content models in a content management system

UX Writer, Freelance

Jun 2021–Jan 2022

- Completed contract work for 4 clients: a Shopify data analytics startup, an Esports tournament app, a video dating app and a UX design agency
- Collaborated remotely with UX designers, product managers, data analysts, engineers and other stakeholders to ensure accurate messaging
- Established content rules and voice and tone guidelines
- Crafted landing page, website and product copy like headlines, push notifications and calls-to-action

EDUCATION

University of Denver, Denver, CO

Aug 2020–Feb 2021

UX/UI certificate

Maryland Institute College of Art, Baltimore, MD

Aug 2001–May 2005

Bachelor of Fine Arts, Illustration

SKILLS AND TOOLS

Content Strategy, Content Design, UX Writing, User Interface Copy, Microcopy, Editing, Information Architecture, Design Systems, Style Guidelines, Communication, Content Management Systems, Cross-Team Collaboration, Problem Solving, Time Management, Critical Thinking, Agile, Figma, Confluence, JIRA