

JESS CHUA: Content Specialist

SW Florida | uxjesschua@gmail.com | [Portfolio](#) | [LinkedIn](#)

Summary: Creative and analytical content specialist with 5+ years of remote work experience. Committed to pursuing a long-term career in technical writing to apply my passion for research and simplifying complex information for a positive user experience.

Skills: Technical Writing | UX Writing | Content Strategy | Copywriting | Visual Design | Creative Writing | SEO Writing

Tools: GitHub | HTML | CSS | Markdown | Jekyll | WordPress CMS | Canva | Figma | Photoshop | Jira | Google Suite | Trello

Work Experience

Optimal Living Daily - Content Specialist (Jan 2019 – Present)

- Creating process documentation and content style guides to streamline workflows.
- Performing UX writing to simplify website text and navigation.
- Implementing an [SEO content strategy](#) to increase web traffic and website visibility for a podcast with 250 million downloads.
- Following copywriting briefs to write ad scripts for sponsors like BetterHelp and Grammarly.

Open Source - Contributor (2021 – Present)

- Contributing to [open source projects](#) to gain technical writing, teamwork, and troubleshooting skills.
- Writing easy-to-understand articles and help guides in plain language for better readability.
- Being aware of user needs and different levels of technical knowledge.

FlexJobs - Data Entry Specialist (Jan 2015 – Jan 2019)

- Writing SEO optimized summaries. Maintaining a high level of accuracy and consistency.

Freelance - Content writer and designer (Jan 2015 – Dec 2018)

- Wrote, edited, and grew a niche blog to 1.8 million+ views and 550+ subscribers.
- Simplified complex information via high ranking, user-friendly and visually impactful posts.
- Provided marketing collateral for material showcased at #DMWF 2018 in NYC.

Projects

- **UNDP** (volunteer; Feb-Mar 21). Providing copyediting revisions on environmental articles.
- **ADPList** (member). Attending workshops where mentors share design or product expertise.

Education

Adams State University - BA in Interdisciplinary Studies (English / Business)

Coursera - UX Design and Computational Thinking for Problem Solving (University of Pennsylvania)

LinkedIn Learning - Quick Start Guides, Customer Success, and Static Site Building