

## **JESS CHUA: Content Specialist**

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

**Summary:** Creative and analytical content specialist with 5+ years of remote work experience. Passionate about research and simplifying complex information for a positive user experience.

**Skills:** UX Writing | Content Strategy | Collaboration | Corporate Writing | Copywriting

**Tools:** Jira | Zendesk | Photoshop | Canva | Figma | HTML | CSS | Google Suite

### **Work Experience**

#### **Instacart - Content Specialist (Nov 2021 – Present)**

- Part of the content strategy team improving CX across multiple channels for a leading grocery delivery platform.
- Working cross-functionally on knowledge base and internal communications tasks.
- People's Choice group project finalist in 2022 company hackathon.

#### **Optimal Living Daily - Content Specialist (Jan 2019 – Oct 2021)**

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

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

- Wrote SEO optimized summaries. Maintained a high level of accuracy and consistency.

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

- Wrote, edited, and grew a niche blog to 1.9 million+ views and 550+ subscribers.

### **Projects**

- **GitHub** (contributor). Contributing to [open source projects](#) to gain technical writing, teamwork, and troubleshooting skills.
- **UNDP** (volunteer; Feb-Mar 21). Providing copyediting revisions on environmental articles.

### **Education**

#### **UX Content Collective - UX Writing Fundamentals (2022)**

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

### **Hobbies and Interests**

- Winner of Musepaper monthly award by New Millennium Writings (essay; 2020)
- Winner of #CanvaDesignChallenge (waffles theme; 2022)
- Interests: Reading | Writing | Yoga | Sketching | Cats | Tea | 2001: Space Odyssey