



NATALIE WEBB

CONTENT DESIGNER

✉ natalie.elyse29@gmail.com

☎ +34 617 547 025

in [natalie-webb-nw](#)

I am a Content Designer and design-thinker with an eye for detail. I specialize in creating engaging, accessible, user-friendly content that helps people. I have over 5 years of experience in content strategy, and have most recently been using my skillset to design, solve problems and develop helpful, enjoyable digital experiences through words.

PORTFOLIO

👁 [SEE MY WORK](#)

SKILLS

PROFICIENCIES

Content Strategy
Copywriting
Wireframing
Prototyping (Low & High Fidelity)
Persona Building
Visual Design

TOOLS

Figma
Adobe XD
Sketch
WordPress
Whimsical
Asana

LANGUAGES

English (US) - Native
Spanish - Fluent
Italian - Basic Level

INTERESTS

♥️ RAMEN 🧠 ENFP
🐦 BIRDS 🐛 ENTOMOLOGY

WORK EXPERIENCE

UX WRITER

JUL 2022 - PRESENT

[14 AGENCY \(SEAT & CUPRA\)](#)

- Created a foundational Style Guide for CUPRA brand voice and tone
- Identifying & improving friction points in user flows to create a better experience
- Collaborating with researchers & product designers to develop brand personas and information architecture
- A/B testing copy for app screens, notifications and user flows

CONTENT MARKETING MANAGER

NOV 2021 - APR 2022

[ZINKLAR](#)

- Led content marketing initiatives in both English & Spanish
- Increased lead capture form submission by 40% within 3 months after strategy implementation
- Oversaw the end-to-end production of a key market research trend report

CONTENT STRATEGIST

AUG 2018 - MAY 2020

[OLIVER & SONS, LLC](#)

- Developed long and short-form copy for blog articles, landing pages, newsletters, and more for B2B clients
- Developed wireframes and copy for web pages to increase user engagement

EDUCATION

UX/UI DESIGN BOOTCAMP

2021

[CODERHOUSE](#)

MULTIPLE SUBJECT TEACHING CREDENTIAL 2010

[SAN JOSE STATE UNIVERSITY](#)

B.A. SPANISH LANGUAGE & LITERATURE

2007

[CALIFORNIA STATE UNIVERSITY, EAST BAY](#)