

Jess Yuscavitch Freedman

I'm a content designer seeking opportunities that leverage my experience in content (10+years) and design (3+ years)

Experience

Fidelity Investments • Principle UX Content Strategist • June 2021 – Present

Work with personalization team to create, edit, and optimize customer service content to improve engagement and drive product awareness • Use research and data to help solve customer service problems • Serve as the voice of the customer, advocating for content-led design experiences • Drive the content strategy, content creation, and standards • Collaborate with product teams to review engagement data and make strategic decisions to reduce call volumes • Identify opportunities across the product where we can drive more content consistency • Work with legal to ensure content is compliant yet easy to understand • Present ideas and pitches to business leadership

<https://www.fidelity.com/> • <https://oltx.fidelity.com/ftgw/fbc/oftop/portfolio#summary> • <https://digital.fidelity.com/ftgw/digital/profile>

Facebook, Inc • Content Designer • April 2018 – June 2021

Design end-to-end flows and visuals • Individually contributes to the product and feature set • Plan, draft, edit, test and improve content including interface language, product education materials, product names, navigational nomenclature and other content throughout Facebook experiences • Synthesize broad or ambiguous business requirements, and accomplish them through design and content • Contribute to strategic decisions while collaborating with researchers, product managers, product marketers and engineers to serve a global content audience • Promote content strategy and design at Facebook and in the broader community of creative professionals

<https://about.fb.com/news/2020/09/introducing-facebook-campus/> • www.facebook.com/events/ • www.facebook.com/test-and-learn/test

Fidelity Investments • Lead UX Designer • February 2015 – April 2018

Established end-to-end pre-transaction design vision including personalized Guide to RMDs, RMD Calculator, RMD thought leadership educational pages, videos, articles, and communications • Created designs in Axure and Sketch to build prototypes ahead of agile development teams • Led content strategy initiatives including writing, editing, and proofreading content • Defined design and content requirements based on in-depth analysis and research of customer problems • Presented deliverables for projects such as: fully functional prototypes, A/B testing and usability results, competitive research, content mapping, user flows, content audits

www.fidelity.com/RMD • www.fidelity.com/RMDCalc • www.fidelity.com/customer-service/overview

Education

Maryland Institute College of Art • September 2021 – May 2023

User Experience Design Master of Professional Studies • 4.0 GPA

General Assembly • December 2014

Front-End Web Development certificate • Programed websites in HTML, CSS and JavaScript

Northeastern University • September 2009 – May 2013

Graduated *Magna Cum Laude* • Bachelors degree in English with minor in Design

Skills

Expert in: design programs (Figma, Axure, Sketch) • Microsoft Office Suite (Word, Excel, PowerPoint) • design planning programs (Mural, Miro)

Proficient in: project management platforms (JIRA, Sharepoint, Slack) • social media (Facebook, LinkedIn, Twitter, Instagram) • photography and video software (Adobe Creative) • foreign languages (German)

References and case studies available upon request