BRYONY HOARE

UX Writer & Product Designer

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PROFESSIONAL EXPERIENCE

VERIZON — New York, NY

UX Writer and Content Strategist — 2024-Present

- Leads UX content design projects for the upper sales funnel with specialties in **offers, growth, and retention**
- Re-engineered static content into a dynamic, integrated commerce experience, yielding **+3.1M total conversions per 1M traffic** and 100K daily views
- Designed a bespoke checkout flow projected to acquire **364K new customers** and generate **$110M+ in revenue** by 2027
- Partnered on Product Detail Page (PDP) redesigns to enhance visual hierarchy, resulting in an estimated **$15M+ annual revenue boost** and 15K+ net new customers
- Structured content for a personalized AI offer experience, driving a **265% increase in traffic** and an **up to 637% lift in orders** for key product segments
- Collaborated with designers, engineers, legal, marketing, and BI to deliver scalable content solutions
- Established Verizon's nomenclature standards for offer terminology, creating a unified language that ensures brand cohesion and legal compliance across all digital touchpoints

THE METROPOLITAN MUSEUM OF ART — New York, NY

Product Designer — 2023-24

- **Designed a new Exhibitions page** to increase awareness of viewable art displays to **5M+ yearly visitors**
- Delivered responsive prototypes using The Met's design system for intuitive desktop and mobile experiences
- Conducted UX research through competitive analyses, user interviews, and usability testing
- Enhanced on-site visit experiences by refining microcopy to reflect audience motivations and values
- Participated in weekly **Agile design** reviews during the museum's successful site migration

THE CENTER FOR DIGITAL EXPERIENCES — New York, NY

Design Systems Research Assistant — 2023-24

UX Consultant — 2022-24

- Competed in an **Amazon Music–mentored design sprint**, creating an original AI-powered rewards feature and an added checkout flow
- **Redesigned CUNY's open-source LMS** (OpenLab) for a modernized interface and improved navigation, leading to a 75% increase in user satisfaction
- **Created a design systems framework** by analyzing 300+ publicly available design systems and proposing industry standards for their content/structure, with up to 50% more design efficiency and maximized ROI

UPKEEP MEDIA — Montreal, QC

Content Manager — 2022-22

Digital Content Editor — 2020-22

- Managed written content for **over 100 clients**, organizing and coordinating bi-weekly production cycles for a team of 15+ writers and editors while researching topics for production
- Wrote and edited informative blog posts and landing pages, optimizing content through SEO tools, followed set SEO-based taxonomies, and analyzed sitemaps
- Formatted content in Grav, WordPress, AppFolio, Squarespace & Wagtail backends for clients, and **designed custom digital infographics and Google Ads** for external client promotion

EDUCATION

PRATT INSTITUTE — **New York, NY**
Master of Science, Human-Computer Interaction, 4.0 GPA — **2022-24**

CONCORDIA UNIVERSITY — **Montreal, QC**
Honors Bachelor of Arts, English Literature and Creative Writing, 3.85 GPA — **2018-21**

ADDITIONAL INFORMATION

- **Content skills:** UX writing, content design, conversational design, Voiceflow, content strategy, information architecture, personalization, content audits, search engine optimization (SEO), content management
- **Design skills:** Figma, UX design, prototyping, visual design, Adobe Creative Suite, interaction design, Agile, HTML/CSS, UI design, UX research, gamified design, wireframing, design systems, user-centered design, mobile app design, Miro, Framer, usability testing, data visualization, motion design, accessibility, graphics
- **Languages:** English (native), French (fluent)
- **Certifications:** Google UX Design Professional Certificate (‘23), Syn Studio Game Concept Art Bootcamp (‘22), Animation Mentor: Animation Basics for Autodesk Maya (‘19)