

MELISSA GEISSINGER

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UX WRITER & CONTENT DESIGNER WITH CONCENTRATION IN AI AND LLMS

Certified UX Writer with over 18 years of experience, specializing in content-driven interfaces and information architecture. A neurodivergent and tenacious self-starter, I'm adept at organization, efficiency, and facilitating effective communication. I'm a solution-focused thinker who excels at managing tight deadlines and leading diverse teams with a collaborative and kind approach. My methodology is holistic and data-driven, adeptly balancing user needs with business goals. With a deep understanding of UX/UI and accessibility best practices, I am fluent in major design tools and eager to dive deeper into new technologies and knowledge areas such as AI and Large Language Models (LLMs).

SKILLS

UX Writing Creative Writing
Copywriting Accessibility
Editing Generative AI Artificial
Intelligence Content Design
Brand Writing Information
Architecture Graphic & Web
Design Front-End Web
Development Community
Building Public Speaking
Event Planning Teaching
Photography Podcast
Production Content CRM
Management Systems (CMS)

EDUCATION

Sonoma State University

Rohnert Park, CA - May 2007

BA Physics w/ Astronomy Conc.

ABOUT ME

Neurodivergent (AuDHD) UX Writer & Content Strategist in Sonoma County. Published author and mom to a special needs kid. I enjoy hiking, writing,

UX WRITING & WEB TECHNOLOGY EXPERIENCE

Senior Content Designer
H&R BLOCK - Remote

July '22 - Present

- Lead content designer on multiple features for DIY tax products, including pricing, merging of Fed/State interviews, tax impact reporting, investments, document imports/uploads, product shopping cart, and sign & file
 - Hi-fi and low-fi designs
 - User flows and journey maps
 - Learning complex tax mechanics and translating them into easy-to-digest copy and charts
 - Collaboration with multiple players and departments such as design, development, legal, product, marketing, etc.
 - Privacy-focused, working with sensitive and secure user information
 - KPI focus: redesign of sign & file resulted in a decrease of tax return rejections by 37%
- Project lead on updates to business formation tools for Block Advisors
 - Audit of the existing system. Design content to increase user clarity and transparency on product selection and upsells Collaboration with dev team at partner company
- Facilitate user research and testing, including quantitative and qualitative interviews, A/B testing, etc.
- Mobile-first approach to responsive/adaptive products

playing D&D, and mentoring. I have two dogs and two cats.

UX Writer

March '22 - July '22

H&R BLOCK - Contract, Remote

CERTIFICATIONS

UX Writing Academy
UX Writing Hub
Jan 2022
Certificate No. 2021109111

AWARDS

Winner in nonfiction category
San Francisco Writing Contest,
2022

Finalist in adult fiction category,
San Francisco Writing Contest
2023

Forty Under 40
North Bay Business Journal, 2015

COMPUTER SKILLS

Adobe: Acrobat, Illustrator,
Photoshop, XD, Lightroom, Premier
Airtable Asana Chat GPT
Dropbox Figma Google:
Gmail, Calendar, Docs, Drive,
Forms, Meet HTML, CSS, PHP,
Javascript Microsoft: Word,
Excel, PowerPoint, Teams, Outlook
Miro Monday.com Notion
Shopify Skype Slack Trello
WordPress Zoom

- Content design for various features of the next evolution in DIY tax software, including ID verification, merge accounts, AGI validation for federal and state eFiling, and more.
- Craft microcopy for guiding users through tax preparation screens, including Q&A flows, contextual help messages, error messages, and more that build a seamless and intuitive user experience for both mobile and desktop UIs
- Conduct competitor analysis and conversation mining that influence journey maps, guide UX decisions, and influence word usage
- Collaborate with peers and stakeholders to address user pain points and revise user experiences
- Promoted to full-time Senior Content Designer after just three months

Principal Web Designer & Content Strategist

2007 - Feb '22

ONE DAY LABS - Santa Rosa, CA

- **Award-winning entrepreneur** with agency that provides affordable, fast, and professional business websites.
- **Clients in multiple verticals:** Music & Film, Science & Technology, Wine & Hospitality, Community & Nonprofit, Education & AgTech, Photography, Art & Media, Real Estate & Finance, Civic, Health & Wellness
- **Content strategy:** Perform client intake and competitor research, conduct content audits, gather and re-write existing copy assets, and utilize information architecture best practices to build sitemaps and plan user flows
- **UX writing & microcopy:** Craft content strategy; edit website copy for brevity and clarity; and write UI microcopy for site navigation, CTAs, and automated email responses
- **CMS migration & UI/UX design:** Do global content site migrations, front-end website development for WordPress, Shopify, SmugMug, and other CMSs, as well as hard-coded sites. Branding, logo design, UX design, and print design.