ANASTASIIA CHETVERIKOVA

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Senior Content Designer / UX Writer with 5+ years of experience in B2C and B2B digital products. I shape content strategy and create clear copy for mobile, web, and in-store experiences. I identify opportunities to improve the user experience through content and drive initiatives from research and testing to launch. I also build UX writing processes, collaborate across product and design teams, and mentor writers.

CORE SKILLS

UX writing and content design · Product discovery · UX research · Content testing · A/B testing · Localization · Voice and tone · Content systems and governance · Writing guidelines and glossaries · Cross-functional collaboration · Stakeholder management · Hiring and mentoring · Team development · Prioritization · Workflow design

TOOLS

Figma · Confluence · Ditto · Useberry · Pathway · ChatGPT · Claude

EXPERIENCE

Dodo Brands | Dodo Pizza, 27+ countries, 8.57M MAU

Lead UX Writer | 2023 – Present

Own Russian and English UX content for Dodo Pizza's B2C and B2B products across mobile, web, kiosks, tablets, and in-store digital displays.

- Built the UX writing function from scratch as the company's first UX writer, making content review a regular part of product design workflows.
- Improved localization quality by reviewing copy for ambiguity and cultural fit, revising 600+ strings, and adding context for translators.
- Created writing guidelines, interface glossaries, and guidance for research, copywriting, and marketing teams to keep the brand voice consistent across customer touchpoints.
- Hired, onboarded, and mentored a UX writer, supporting their career progression and helping them establish workflows, identify development goals, and manage priorities.
- Established regular updates between product and support teams and revised 30+ support scripts, improving satisfaction with chatbot responses and reducing the workload for support agents.
- Identified opportunities to improve product metrics through content and independently tested hypotheses with user research. Helped product managers focus A/B testing and move initiatives toward release.
- Ran training and knowledge-sharing sessions for partner teams, maintained an internal UX writing channel, and shared insights through articles and interviews.
- Introduced AI tools into the team's workflow, including ChatGPT prompts based on the brand's tone of voice to speed up routine tasks such as release notes. Co-developed a Figma plugin for copy review.

Samokat | Consumer delivery app

UX Writer and Copywriter | 2021–2023

Joined as a copywriter and moved into a dedicated UX writing role after six months, creating content for the app and website and coordinating freelance copywriters.

- Prepared product descriptions for the launch of Samokat Beauty. Created a reusable format with three key highlights and a fuller description, explained complex product properties in plain language, and fact-checked supplier claims to help customers make informed choices.
- Created writing guides for freelance copywriters, cutting the number of revisions in half.
- Coordinated three freelance copywriters, assigning tasks, managing deadlines, and reviewing quality.
- Created interface writing guidelines and a glossary that designers regularly used to reuse established patterns and keep terminology consistent.
- Analyzed customer reviews and interview feedback and proposed improvements. Resolved 6+ UX issues through copy changes alone, without engineering work

EDUCATION

- **HSE University** | MA in Literary Translation | 2019–2021
- **HSE University** | BA in Foreign Philology | 2015–2019
- **University of Milan** | Erasmus exchange in Anglo-American Culture | Feb–Sep 2020

LANGUAGES

English C1 · Italian C1 · German B1 · French A2 · Spanish A2