Seth Baldwin
UX Writer/Content Designer
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SUMMARY

Strategic and systems-thinking UX writer skilled at crafting clear, concise and user-centric copy across multiple customer-facing experiences—desktop, mobile web, iOS, Android and email campaigns. Led UX writing for Experian's experience architecture domain, supporting several designers and product teams and achieving measurable results through content. Effectively balances user needs with business requirements, manages multiple priorities and builds cross-functional relationships.

EXPERIENCE

UX Content Writer, Designit, Contract   **Jul 2024–present**

- Supporting the Bread Financial mobile app team and their brand partners
- Working with senior product managers to document, standardize and improve error messages
- Refining and evolving content style guidelines and processes

UX Writer, Experian, Full-time   **Jan 2022–Apr 2024**

- Led content design for a CMS-driven account dashboard redesign, resulting in a 9.4% increase in page visits and a 6.51% increase in conversions on web, an 8.5% increase in page visits and a 15.7% increase in conversions on iOS and a 19.6% increase in page visits and a 10.5% increase in conversions on Android
- Drove a 60% increase in engagement and a 40% increase in conversions through improved onboarding content for Experian's personal privacy scan
- Leveraged user research to inform content decisions for a new goal-setting feature
- Collaborated closely with designers, researchers, product managers, developers, marketing, legal and other teams to align on strategy and ensure consistent language across all platforms
- Edited user flows, updated design system components and provided design feedback directly in Figma
- Managed content and content models in Contentstack

UX Writer, Freelance   **Jun 2021–Jan 2022**

- Collaborated remotely with UX designers, product managers, data analysts, engineers and other stakeholders to ensure accuracy and a consistent brand voice
- Established content rules and voice and tone guidelines
- Crafted landing page, website, and product copy like headlines, push notifications and calls-to-action

EDUCATION

University of Denver, Denver, CO   **Aug 2020–Feb 2021**
UX/UI certificate

Maryland Institute College of Art, Baltimore, MD   **Aug 2001–May 2005**
Bachelor of Fine Arts, Illustration

SKILLS AND TOOLS

Content Strategy, Content Design, UX Writing, User Interface Copy, Microcopy, Editing, Information Architecture, Design Systems, Style Guidelines, Communication, Content Management Systems, Cross-Team Collaboration, Problem Solving, Time Management, Critical Thinking, Agile, Figma, Confluence, JIRA