

# ISABELLA ZEMELLA

UX COPYWRITER & CONTENT STRATEGIST • BROOMFIELD, COLORADO • 561-306-9063

## ◦ DETAILS ◦

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## ◦ LINKS ◦

[Linkedin](#)  
[Portfolio](#)  
[Work Examples](#)

## ◦ SKILLS ◦

UX Writing

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Copywriting

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Microcopy

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Content Strategy

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UX Design

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Figma

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JAWS / Voice Over

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Adobe XD

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SharePoint

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Content Creation

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Wire-framing

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Content Writing

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Prototyping

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UX Research

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UserZoom

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Google Docs

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Project Management

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Jira

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Creative Problem Solving

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Editing

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Social Media

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Microsoft Word

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Search Engine Optimization

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## 👤 PROFILE

I am an experienced content designer with research, writing, and UX design skills. I utilize my strengths in storytelling and wire-framing to advocate for user-centric designs that propel business objectives. Excellent language contributes to an inclusive culture, leading me to create accessible and transparent solutions.

## 📁 EMPLOYMENT HISTORY

### Content Designer & UX Writer at Vertafore, Remote - Denver, CO

September 2021 — February 2023

- Conducted a content audit for 10 digital products to ensure the voice, tone and language were consistent and true to the brand.
- Created, wrote and designed the company's content guidelines using Figma.
- Helped create accessible and consistent designs aligned with the WCAG.
- Documented and designed the component library referring to the existing design system in Figma.
- Assisted the product team with all UX content in various digital products including websites and mobile apps.
- Produced an overall professional, consistent, yet friendly voice and tone for the company.
- Prioritized accessibility during the redesign and cleanup of all the products.
- Executed research and iterated designs based on internal feedback and user interviews via UserZoom.
- Wrote updated job posts and conducted multiple interviews.
- Led and collaborated in weekly design reviews by strategizing design solutions.

### UX Writer & UX Designer at Project Pluralist, Remote

January 2021 — February 2021

(Short-term contract)

A youth-focused organization interested in implementing an application as an extension to the classroom.

- Assembled and researched ideas in digital learning, varying forms of interaction and inclusive design while maintaining the voice and brand of the organization.
- Organized a total of ten user interviews that were divided between three different user personas catered towards teachers, caretakers and students.
- Produced the user flow, information architecture and all the writing that helped build a complete high-fidelity prototype that exceeded the client brief and expectations.

### Project Manager at World Remit, Denver, CO

November 2019 — September 2020

International money transfer website and mobile app.

- Managed over 100 accounts via Salesforce.
- Oversaw customer transaction queries to identify and stop suspicious activity such as fraud. This allowed me to measure the best user experience to maintain trust and credibility within our customer base.
- Collaborated with multiple payout correspondents in various countries to find solutions pertaining to user needs.
- Gained intensive knowledge of international money transfer laws.
- Maximized workflow by training new employees.

○ **Front Desk, Spanish Translator at Hyatt Place, Boulder, CO**

June 2019 — November 2019

- Customer service and concierge.
- Proficient in training new employees and managing HR systems such as OPERA.
- Spanish translator for management.

○ **Marketing Campaign Manager at Mammoth Marketing Inc, Aurora, CO**

May 2018 — August 2018

(Short-term summer job)

- Spearheaded twenty event campaigns in CO and represented two different brands.
- Executed and managed events from top to bottom.
- Interviewed and trained new team members for equal success and exposure.

○ **Research Assistant at University of Colorado, Boulder, CO**

November 2016 — March 2017

- Controlled the 0.5 meter telescope in Sunspot, NM via computer.
- Trained and explained the ARCSAT manual to new members of the team.
- Revised and caught errors in the manual to ensure accurate data collection and operation security.

○ **Copywriter at Mela Artisans, Boca Raton, FL**

May 2015 — August 2015

(Short-term summer job)

- Created names and descriptions for products featured and sold at Neiman Marcus.
- Conducted phone interviews with artisans in India and published articles about their crafts.
- Photographed products and models.

○ **Sales Associate at Pacsun - Pacific Sunwear, Boca Raton, FL**

May 2013 — August 2013

(Short-term summer job)

- Promoted the style and brand while assisting and informing customers of the most recent deals.
- Trained new team members and increased sales by 20%.
- Maintained clothing looking organized and fresh.
- Answered questions about products, rang up transactions, and ensured customer satisfaction.

🎓 **EDUCATION**

○ **Bachelor's in Public Relations, University of Colorado at Boulder**

May 2019

Minors: Astronomy & Dance

- Public Relations concentration with an emphasis on branding and creative writing.

★ **CERTIFICATES**

○ **User Experience Design Immersive Course, General Assembly**

November 2020 — February 2021

- Full-time immersive student in the User Experience Design program that included over 480 hours of professional training over twelve weeks. Utilized a hands-on approach to practice user-centered design methods, design thinking skills, team collaboration, and client relations.