

louise mintun

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ABOUT ME

I craft natural, inspiring language to help create engaging user experiences on the desktop, on mobile devices, and beyond. I know how to take complicated, messy things and make them easy for people to use.

EXPERIENCE

eBay | Jan 2013 - present | [UX Content Strategist](#)

Lead content strategist for B2C selling. I work closely with designers, researchers, development teams and business owners to turn requirements into clear, helpful, high-quality product content and UI text, for desktop, tablet and mobile devices.

As part of designing cool tools and features, my responsibilities include ownership of content standards for UX, quality and accuracy, champion of brand voice and tone, SEO, and mentoring junior team members. I'm comfortable applying editorial style and tailoring copy appropriately for different audiences.

Apple (TEK Systems) | Feb 2012 - Nov 2012 | [Web Content Manager](#)

Content jack-of-all-trades. I was responsible for content usability and accuracy for web properties and programs in the Interactive Retail Marketing group. My work included managing content for customer-facing sites, mobile apps, and email distributions, crafting application usability reviews, extensive quality reviews, and writing application manuals and training guides.

Seagate | Jan 2008 - Feb 2012 | [Web Operations & Content Manager](#)

Web manager of company HR portal. I was responsible for the user-centered design focus and management of all site content, web server assets, and the content management system. I collaborated with business and IT teams to create wireframes, test, and publish all content. I also performed usability testing of internal and external applications and tools.

While in this role, I drove the end-to-end redesign of the existing HR link farm to a structured portal environment as part of a core team. The work involved migrating all content assets to a newly built content management system. I worked with consultants, IT teams and design professionals throughout the multi-year project. Work received company Best Practice Award.

Seagate | Oct 2005 - Jan 2008 | [Sr. Content Administrator](#)

Content manager and editor for company HR policies website. Work included deep knowledge of content management systems, HTML, CSS, and internal site voice and tone standards.

NOTES

Certified Usability Analyst
Human Factors International
Cert# 2008-1713

National Novel Writing Month
50,000 words in 30 days
Winner

EDUCATION

UC San Diego (Coursera)
Interaction Design Specialization
Signature Track

Northwestern University (Coursera)
Content Strategy for Professionals
Signature Track

Mills College
BA with Honors
Phi Beta Kappa Society

Please visit LinkedIn to see project details and other information about me:

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