

Jim Senti

Content and Experience Designer

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Portfolio jimsenti.com

Berkeley, CA.

EXPERIENCE

Senior UX Writer, Twin Health

Nov 2023 - Present, Mountain View, CA

- Write 100% of microcopy and UI copy across entire product
- Write long-form educational content with subject matter experts
- Designed content strategy for A.I. scoring feature
- Consult and edit marketing and conversion materials
- Illustrate visuals for in-app learning material

Content Strategist and UX Writer, Universal Health and Wellness

Jan 2021 - Nov 2023, San Francisco, CA

- Lead UX writer for 5 mobile and desktop platforms:
 - A.I. driven clinic and diagnosis assistant
 - Vaccination management portal
 - Employee health and wellness management
 - Video consultation and practice management
 - Electronic management record
- Managed 5 content inventories and information architectures
- Wrote editorial style guide for company and suite of products
- Wrote 100% of video scripts and edited video content
- Key contact between subject matter experts, stakeholders, and product team

Content Design Consultant, Helpsort Mental Health

Aug 2018 - Jan 2021, San Francisco, CA

- Contract consultation for user experience across 4 mobile applications
- UX writing, microcopy, and notifications for learning tools
- Built information architectures and process flows

EDUCATION

Harvard University, Cambridge, MA. MFA

Jul 2007 - Jul 2009

Butler University, Indianapolis IN. BA

Sep 2001 - Aug 2005

RELEVANT EXPERIENCE

Communications lecturer and author

California State University (CSUN, SFSU) 08/2015 – 01/2021

SKILLS

Communication

Presentation expert
Verbal communication
Sociology
Leadership
Growth mindset
Empathetic

Content

Content Strategy
Content Management
Microcopy
Information Architecture
User Experience Writing
Illustration

User Research

Diary studies
Ethnography
Remote and In-person interviews
Affinity map
Persona creation
Literature reviews
Journey mapping
Competitive analysis
Contextual Inquiry
Surveys

Design Platforms

Sketch
Figma
Adobe XD
Adobe Creative Suite