





# JEEDA MASOUD

## CONTENT DESIGNER

### CONTACT

-  416-838-2264
-  jeedamasoud@gmail.com
-  www.jeedasportfolio.com
-  Worldwide

### SKILLS

- Content Strategy
- UX Writing
- Design Thinking
- Copywriting

### EDUCATION

#### Bachelor of Arts in Social Science

#### York University

2005-2010

Specialized in Communications and Sociology

#### TEFL/TESOL Certificate

#### International TEFL Academy

2015-2016

Teaching English as a second-language

### LANGUAGES

- English 
- Arabic 
- Spanish 

### PROFILE

I design with words. I'm a senior content designer and UX leader who is deeply passionate about creating meaningful user experiences. My approach is anchored in logic and empathy, seamlessly connecting products and users through simple and delightful journeys.

### WORK EXPERIENCE

#### Senior Content Designer

Shopify 2021-2023

- Worked as part of a collaborative product team made up of engineers, product managers, designers, researchers, and data analysts, focusing on creating a better admin experience for Shopify's largest e-commerce merchants.
- Leveraged systems thinking to analyze and resolve complex product development issues and their business impact.
- Wrote clear and concise content for Shopify's Plus merchants including UX writing and microcopy.
- Governed content at all stages from discovery to conception, including iterations for constant improvement and stakeholder approval.
- Defined and implemented guiding principles, information architecture (IA), and navigation systems across e-commerce products.
- Implemented content strategy using visual design and technology tools such as Figma, GitHub and LLMs to convey ideas and multiply output.
- Crafted user-centered accessible content that took into consideration translation and localization in 20+ languages.
- Improved the content design craft alongside a terminology working group committed to compiling terms for a new terminology management system.

#### Senior Content Strategist





TELUS Digital 2020-2021

- Set up the content practice for the B2B My TELUS team to achieve content workflow, governance, mentorship and structure.
- Lead the hiring and training process for junior content managers. Developing role documentation and content best practices.
- Created seamless end-to-end product journeys for TELUS Business customers.
- Responsible for the UX strategy behind self-serve features using data, research, and the latest UX best practices.
- Leveraged skills in research, A/B testing, Voice of the Customer (VOC), and interpretation of web analytics to uncover insights that deliver profitable outcomes.
- Led the redesign of the highly-trafficked My TELUS Overview page in order to introduce personalization, reduce page load times, improve findability/navigability, increase self-serve activities, offload calls, and improve overall web rating.
- Managed stakeholders and grew TELUS Offers. This included writing and managing copy which drove the highest CVR to date with a total of 1,600+ cart finishes in less than 3 months.
- Redesigned the TELUS.com/business website by implementing a new information architecture and navigation model. Completing a comprehensive content audit and driving decision-making based on user research and data analysis.

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### EXPERTISE

- Figma, LLMs, GitHub, Confluence, Contentful, Jira, DOMO
- Localization and internationalization
- User testing and research
- Navigation
- Inclusive language and experiences
- Accessibility
- Terminology management
- Information architecture and hierarchy
- Error states
- Onboarding
- UX Design
- Journey mapping
- Microcopy and UX writing
- Data and analytics
- Naming
- Content standards and guidelines
- Tone of voice
- Help content and technical writing


### REFERENCES

#### Heidi Maissan

 Available upon request

 [linkedin.com/in/heidi-maissan](https://www.linkedin.com/in/heidi-maissan)

#### Stephanie Pitsikoulis

 Available upon request

 [linkedin.com/in/stephaniepitsikoulis](https://www.linkedin.com/in/stephaniepitsikoulis)

### WORK EXPERIENCE

#### Copywriter

Freelance 2016-2022

- Worked with clients including Mercedes JO, The Address Dubai, Entrepreneur Magazine, Ureed, Ayla, Marsoum, and the Royal Jordanian Equestrian Federation, among others.
- Wrote various forms of content ranging from articles and blog posts, to marketing material and social media posts.
- Created and developed web content for businesses seeking to revamp existing content or launch a new website.
- Worked with branding agencies to successfully conceptualize and execute naming labs, digital and print advertisements, brochures, marketing materials, client presentations, editing & proofreading, and research.
- Translated documentary films from Arabic to English for Individuell Människohjälp, a Swedish Development Partner.

#### Account Manager

Mint Branding Agency 2014-2016

- Managed a portfolio of client accounts and monitored their ongoing activities.
- Maintained a relationship with clients and kept them informed on projects.
- Briefed the creative department and brainstormed branding strategies.
- Negotiated offers to production suppliers and managed their jobs to ensure production quality.

#### Account Manager

Yahoo Canada 2013-2014

- Built and fostered Yahoo's most critical customer business relationships including Key and Partner Advertisers.
- Engaged in both pre- and post-sales procedures.
- Led program launches and coordinated all aspects of clients' marketing programs.
- Provided campaign updates and optimization strategy to meet advertisers' ROI goals.

#### Digital Assistant

Universal McCann 2010-2012

- Developed and executed digital marketing strategies for Microsoft, MasterCard, Chrysler, and Johnson & Johnson.
- Prioritized communication of strategy steps through scheduled releases of status reports, post reports, and program analysis.
- Managed all campaign bookings, creative work, reports, and billings.

#### Communications & Research Assistant

Columbia University Global Centers 2009-2010

- Act as liaison between logistics, managers, and partners in New York to conduct events, convene, and lead workshops and roundtable discussions.
- Led the media outreach program for the Annual Leadership Conference of Columbia's International Center for Aids Care & Treatment Program (ICAP).