MELANY BIEKARCK

UX CONTENT DESIGNER

Crafting clear, user-centered content and designing experiences to delight and solve problems for **9+ years**.

SKILLS

Professional	Technical
User research	Figma
Content testing	Sketch
Journey mapping	ADO
Stakeholder mgmt	Jira/Confluence
Info architecture	Miro
User flows	Lucid

CERTIFICATIONS

Advanced Figma for Content Designers

UX Content Collective, May 2023

Inclusive UX Writing: Gender, Race, and Age

Udemy, Oct. 2022

Content Research & Testing

UX Content Collective, Nov. 2020

EDUCATION

MiBA

Universität Hamburg

BBA

Stephen M. Ross School of Business
University of Michigan

CONTACT + LINKS

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EXPERIENCE

Freelance (Germany/USA)   Jul 2025 - Present

Content Designer: UX & Marketing
Create content and advise clients on content strategy, testing and execution.

- Implement repositioning strategy across channels.
- Consult on content design and UX for user flows.

Thomson Reuters (USA)   Aug 2023 - Jun 2024

Sr. UX Content Designer
Led content design in cross-functional teams within the platform pod at Thomson Reuters, a large SaaS company and market leader in AI technology.

- **Increased autopay adoption** by co-designing the flow and crafting clear and concise microcopy.   ☐ Go to Portfolio: Designing User Flows
- **Reduced costly calls** to support by bringing clarification and consistency to product and feature terminology.
- **Educated users** about AI-powered features with bottom-of-the-funnel messaging.
- Led **conversational design** for a design sprint with a focus on Voice UI (VUI). Designed the conversation flow for 2 VUI scenarios.

Newsela Inc. (USA)   Dec 2022 - Jun 2023

UX Writer
Co-led the discipline and served as expert on several highly visible projects at Newsela, a content platform with the mission to create empowering experiences for K-12 teachers.

- **Improved engagement and form completion rates**, by iterating on content and form design using insights from qualitative and quantitative user data gained in research and testing.
  ☐ Go to Portfolio: Testing Content
- **Increased the Newsela Recommended Score (NRS) by 8 points,** by shaping the tone and adding transparency to a re-defined free experience. I used research-informed content to clearly communicate the offering and the added value of purchasing a subscription.

Oaktree Technologies GmbH (Germany)   Dec 2020 - Nov 2022

UX Writer | Content Designer | Domain Lead
Established the content design discipline and shifted the role of design in the organization, which led to changes in processes, more decision-making power, and a strengthened team culture.

- Established a **content style guide** and brand voice and tone.
  ☐ Go to Portfolio: Building Standards
- Led **market and customer research**, defined content strategy for **target audience and key messages** for the final steps of a branding and product launch project.
- Researched best practices, crafted microcopy, implemented content patterns, and collaborated with UX/UI designers.

Owl + Bear Design Studio (Germany)   Dec 2017 - Nov 2020

Co-founder | Lead Content Designer & Strategist
Designed solutions for various clients in Germany and the USA including app re-design and web design for start-ups and mid-size companies.