

# JEFF RIVERS

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## SUMMARY

- People-focused, individual contributor and team leader.
- Intuit Innovation Catalyst. Trained in facilitation, brainstorming, and rapid experimentation.
- Experienced interviewer. Trained in organizing hiring teams, assessing talent, and interviewing effectively.
- eBay Leader as Coach. Trained in developing individual contributors, getting to solutions, and promoting career growth.

## EXPERIENCE

### UX Writer

#### UX Writing Manager

**Google - 08/2018 - 10/2019**

As UX Writer:

Supported multiple product areas within Google Ads. Collaborated with design teams in Mountain View, Seattle, and Zurich. Paired with researchers to test content. Provided copy suggestions for in-product surveys and in-person testing scripts. Advised on testing methodology. Ensured that product copy met quality standards. Worked with the Google Studios team to develop creatives and interactive displays for internal and external conferences. Partnered with localization experts to translate EN-US content into 40+ languages.

As UX Writing Manager:

Developed and mentored a mix of full-time and contract writers/content strategists working on multiple products. Worked with project management, product management, and other UX managers to ensure projects were staffed and prioritized appropriately. Updated style guides, UX principles, and other guiding artifacts. Developed writer calibration standards and content quality heuristics. Participated in the performance review and interview processes.

### Content Strategist

#### Manager of Product Content Strategy

**StubHub - 10/2016- 07/2018**

As Content Strategist:

Drove content strategy for browser experiences (desktop and mobile web). Partnered with content strategists from other product lines to ensure consistent messaging and style. Worked closely with UX designers and product managers to design features that met business goals and addressed customer needs. Contributed to voice, tone, and copy standards.

As Manager of Product Content Strategy:

Managed a team of content strategists for consumer, professional seller, developer, and email product lines. Partnered with localization teams to publish EN-US content in 28 languages. Worked closely with UX designers and product managers on three continents to shape rich, rewarding products. Led the content design process, driving decisions, creating schedules, and tracking issues. Owned product voice, tone, and copy standards.

**Sr. XD Copywriter/Editor**  
**Experience Design Manager**  
**Intuit/Demandforce - 05/2014 - 08/2016**

As Sr. XD Copywriter/Editor:

Wrote clear UI copy and help content for web and mobile applications. Served as an expert in user assistance trends, how customers learn, and the voice the organization uses to communicate. Contributed to overall content strategy. Worked closely with researchers, designers, and product managers to understand customer needs. Validated deliverables by performing content reviews, observing usability testing, and responding to customer feedback.

As Experience Design Manager:

Managed a team of designers and researchers. Worked with product managers to develop roadmaps and allocate resources. Mentored and developed team members. Offered design feedback and guidance. Communicated team needs, challenges, and accomplishments to senior management. Established and maintained design standards. Created and tracked KPIs. Balanced management responsibilities with individual contributor role as the team's copywriter.

**Information Developer**  
**Lumension - 2007-2014**

Developed single-source technical publications in XML DITA for endpoint security applications.

**User Experience Designer**  
**TSYS - 2004-2007**

Developed design process, user interface, and interaction standards. Defined and developed documentation for users and partnered application developers.

**EDUCATION**

**Westfield State University - Westfield, MA**  
B.A. Mass Communications