

Jacob Muselmann

Content Designer + Writer

jacobmuselmann.com
jacob.muselmann@gmail.com
+1 918 948 3113
NYC

Experience

Content Designer / TD Bank / Oct 2022 – present

- Writing (and rewriting!) user flows for new mobile app features and interstitials.
- Spelling out our U.S. chatbot's overall UX strategy, style guide, and personality framework.
- Revising chatbot responses to be more concise, helpful, and conversational as AI evolves.
- Defining our team's intake process and content management workflows.
- Creating A/B tests for user testing and iterating based on the results.
- Polishing the voice and tone of the generative AI chatbot to align with brand guidelines.
- Interviewing and onboarding UX writing candidates and new hires, respectively.

Content Strategist + Journalist / Freelance / 2014 – present

- Editorial writing, reporting, and editing for *Bon Appétit*, *Vice*, *Fast Company*, *Artsy*, and more.
- One of three to write The Ritz-Carlton's first international content style guide.

UX + Brand Writer / Florists' Transworld Delivery / Jan 2022 – Sep 2022

- Brand voice and product writing for Big Flower.
- Ideated and fleshed out brand strategy, campaign decks, and experiential partnerships.
- Iterated website copy based on user testing and wrote user product surveys.

Copywriter / Vroom / Dec 2021 – Nov 2022

- Humanized the disruptive SaaS's transactional emails at various points in the user journey.
- Wrote internal comms, transactional emails, and B2C marketing campaign emails.

Content Designer / Anodot / Feb 2022 – Apr 2022

- Performed content audit and interviewed stakeholders to design a new onboarding experience that's more helpful, motivating, and user friendly.

Content Strategist + Writer / Manna Molecular Science / Aug 2019 – Apr 2020

- Pitched ideas, conducted interviews, and wrote for the cannabis biotech firm's new blog.
- Assisted creative direction on content photoshoots for website and social content.

Senior Content Editor / Manifest / Apr 2016 – Jan 2017

- Led CBS's agency-side production team of designers, content editors, and copy editors.
- Top-edited *Watch!* magazine content and page flow, working closely with the senior designer.
- Managed deadlines and presented deliverables as client's primary point of contact.

Copy Chief + Research Editor / Saveur / Jan 2015 – Mar 2016

- Promoted from copy editor, I performed cover-to-cover edits of accuracy, grammar, and style.
- Managed and trained assistant editors, fact-checking freelancers, and interns.
- Updated and enforced the food-and-travel magazine's content style guide.

Lead Copy Editor + Writer / Paper Mag / Jan 2015 – Mar 2016

Copy Editor + Art Writer / Milwaukee Journal Sentinel / Jan 2012 – Apr 2013

Awards

First Place – Copywriting

Kern & Burn

2018

Headline Writer of the Year

American Copy Editors Society

2012

Quarterly Awards – Headline Writing

Milwaukee Journal Sentinel

2012, 2013

George Bengé Award

American Indian Journalism Institute

2010

#Keywords

| | |
|--------------------|------------------|
| GUI, CUI, VUI | Agile |
| interaction design | Jira |
| product writing | various CMS |
| microcopy | fintech |
| user research | design strategy |
| design thinking | systems thinking |
| user flows | content writing |
| whiteboarding | content strategy |
| wireframing | brand voice |
| Figma | proofing |
| Miro | copy editing |
| Confluence | AP Style |

Training

UX Writing Academy

UX Writing Hub

2022

Chips Quinn Scholars

Freedom Forum

2011

American Indian Journalism Institute

Freedom Forum

2010

Education

B.S. in Journalism

University of Kansas

2010