

Leah Trojan-Greenberg

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EXPERIENCE

JPMorgan Chase

October 2023 – Present

Senior Content Designer and Conversation Designer, Commercial Banking

- Partners with designers and researchers to develop new product vision and designs for new banking platform.
- Engages with product, legal, and compliance partners to ensure adherence to banking regulations and standards.
- Collaborates with content design team to build Commercial Banking's content design system.
- Participated in and assisted with workshops to grow team cohesion and bring product vision forward.
- Researches clients' comprehension of content and validates designs through user testing.

Meta

September 2022 – August 2023

Content Designer, Growth

- Led, designed, and scoped experiments with engineering and data scientist teammates to improve user understanding, increase revenue, and drive engagement.
- Wrote microcopy in collaboration with legal, policy, and privacy partners to ensure legal compliance and scalability across product areas and global regions.
- Conducted a design sprint in which the outcomes informed the team's yearly roadmap.
- Collaborated with product designers, UX researchers, and product specialists to discover and address gaps in user needs.

Wix

October 2021 – August 2022

UX Writer, DeviantArt

- Created, edited, and tested microcopy that guides, explains, contextualizes, and helps acclimate users to features and experiences across DeviantArt.
- Assessed user feedback to improve and develop products the DeviantArt community is excited by.
- Partnered with key stakeholders and internal team to develop features paramount to DeviantArt's success.
- Engaged with and edited fellow UX Writers' work in bi-weekly, cross-company editing sessions.
- Initiated and co-helmed development of DeviantArt's first official style guide to standardize writing across disciplines.

Scalez

September 2019 – September 2021

Content Team Lead and Senior UX Writer - April 2020 – September 2021

- Wrote and edited microcontent for user-focused platforms.
- Ran A/B Tests and monitors results using data analytical tools to optimize improvements on platform and in marketing.
- Mobilized content team to quickly and efficiently implement content within product platform and external marketing material.
- QAed product platforms to ensure proper implementation of requirements and approved releases.
- Optimized conversational chatbot to meet conversion targets.

Conversation Designer and Content Creator - September 2019 – April 2020

- Developed processes to upload and maintain style catalog for numerous fashion categories.
- Researched and assessed customers' needs and designed creative solutions to address them.
- Adapted concepts into feasible tools in order to generate AI-powered user responses.
- Determined key metrics and audit processes to ensure established goals are met.
- Utilized Manychat, and later an in-house chatbot CMS, to build chatbot experiences to maintain and grow user base.

EDUCATION

Pratt Institute

Bachelor of Fine Arts

Brooklyn, NY
2015

Major - Fashion Design, Minor - Art History

Foreign Exchange: **Nuova Accademia di Belle Arti Milano**, Milano, Italy - Spring 2013

Google

Project Management Specialization

Coursera
July 2021

Credential ID: S7CAZTS6YLND

Credential URL: <https://www.coursera.org/account/accomplishments/specialization/certificate/S7CAZTS6YLND>

SKILLS

Computer Tools

Design: Figma, Miro, Illustrator, Photoshop, Manychat

Marketing automation and data analytics: Customer.io, Autopilot, Mixpanel, Tableau, Power BI

Developer: Postman, Sublime, Jira, Confluence, Segment, GitHub

PLM: AS400, SAP, Tradestone, Intellimas, Connectrix

Creative + Design

Writing: UX writing, content strategy, communication design, chatbots, conversation design, content marketing, content engineering

User experience: accessibility, wireframing, system thinking, content design system creation, research, human-centered design thinking

Garment construction and fashion design: sewing, grading, patternmaking, draping, knitting, illustration

Production: Product lifecycle management, sourcing, cost analysis, factory negotiation, allocation, goods sourcing