

CHARLA MYERS

• Charla@FlexibleThoughts.com •

User Experience expert with broad-based marketing and technical skills to shape and sharpen stories into human-centered solutions for the tech, finance, entertainment, media, and travel industries.

Influential communicator able to gain buy-in around bold ideas from all levels and global stakeholders.

PROFESSIONAL EXPERIENCE

OVERVIEW

Los Angeles | 2011–2019

For freelance clients, delivered content for products, presentations, and pitch decks, working with Fortune 1000 companies as well as start-ups, such as: **Liquidnet**, **Ray Super Remote**, **Metechi**, **Pellucid**, and **Whistler**.

City National Bank / Apex Systems • *Lead UX Writer / Team Lead*

Los Angeles | 2019–2020

- Served as interim team manager—oversaw daily operations, plus managed 9 employees and contractors.
- Managed projects from needs assessment to implementation as well as identified opportunities, established priorities, secured resources, and collaborated with stakeholders.
- Created content and user journeys for 53 features in 15 weeks as the sole UX writer for new native app.
- Established new voice, tone, language, and style to be implemented for all post-auth digital initiatives.
- Led cross-functional design thinking frameworks to ensure user-centered design was at the core of products.
- Defined user-flows and prototyped new features with Lead UX Designer each sprint, then collaborated with UX Researcher for testing.
- Ensured consistent UX nomenclature and interface copy, plus collaborated with designers, research, and insights teams to develop user flows and solve UI challenges.
- Wrote research protocols and surveys, plus synthesized results into strategic reports.
- Developed strong relationships with large Legal and Compliance teams to gain content approval and made sure required copy was understandable to everyday people.
- Crafted marketing materials for App Store and Google Play, plus developed internal education resources.

Elastic • *Content Strategist / Copywriter*

Mountain View | 2017–2018

- Developed B2B content in a variety of formats with subject matter that ranged from editorial to technical.
- Fulfilled KPI of 25% increase in employment applications by creating content focused on company culture.
- Designed content strategy for global employee handbook (100+ page document).
- Worked 100% remote, collaborating daily with Marketing, Engineering, and HR teams across the world.

Halton Pardee + Partners • *Client Experience Lead*

Los Angeles | 2016–2017

- Boosted staff retention by 35% through quantitative and qualitative analysis—this led to operational improvements for the sales team and reduction of CRM workflow by over 50 steps.
- Developed systems, standards, and workflows to improve cross-functional collaboration.
- Wrote all B2C automated and lifecycle emails for customer acquisition, conversion, growth, and loyalty—communicating benefits, sales process, and company's value proposition.
- Introduced and wrote inbound email campaign, achieving 44% open and 6% click-through rates in first six months.
- Created materials and conducted weekly CRM training for 35 sales agents.

Warner Music Group (WMG) • *Lead UX Writer & Content Strategist*

New York | 2013–2016

- Developed editorial style, voice, tone, and all content for launch of 8 mobile and desktop products—content ranged from product naming and strategy decks to UI copy and training guides.
- Mapped data dictionaries and system responses for a robust Warner/Chappell product—\$1.5B in transactions annually—plus created content strategy, UI labels and text, plus training materials for each set of features.
- Acted as voice of the customer to define features and shape development of wireframes and visual design for an in-house social dashboard featuring single sign-on (SSO) user-flow for connecting to all WMG apps.
- Led development and implementation for Helpdesk app of self-serve solutions: KPI results showed reduction of IT requests by 25%, plus performed day-to-day project management across internal teams.
- Worked 100% remote for the New York team, plus partnered with London and Kiev colleagues and vendors.

CHARLA MYERS

• Charla@FlexibleThoughts.com •

Viking Ocean Cruises / Phenomenon • Lead UX Writer & Content Strategist Los Angeles | 2012–2013

- Launched Viking Ocean Cruises: a \$5mm global initiative for a new “affordable luxury” brand.
- Collaborated daily with Lead UX Designer on mental model, experience map, UX strategy, and wireframes for all digital initiatives.
- Determined the brand voice and content strategy across all editorial—catalog, website, video, email, and apps.
- Developed content taxonomy for all cruise options (2600+ entries), plus created 127-page messaging plan to ensure continuity across all materials.
- Created editorial calendar to highlight exciting destinations for different times of year.
- Managed and provided creative direction to freelance copy team.

LG / Publicis Modem • Lead Content Strategist New York | 2010–2011

- Increased post-purchase engagement via rolling editorial calendar for product education—surveys showed an 8% increase in customer satisfaction.
- Revised technical user manuals to be more step-by-step for a more simple and friendlier experience.
- Conducted audit of 1000+ page website and prioritized elements that informed the overall creative strategy.
- Provided creative direction and project management to internal copy team.
- Developed personas, created messaging plans, and worked collaboratively with designers to define UI features.

Early Career: Associate Creative Director with Digitas-NY; Producer / Senior Engagement Manager with Organic in both San Francisco and New York, Communications Director for Amalgamated Bank’s Trust & Institutional Investments division, plus Editorial Producer / Copywriter at Good Company in San Francisco.

EDUCATION & VOLUNTEER PROJECTS

University of Southern California, Viterbi School of Engineering
Certificate in Data Analytics, 2018

Boston University, College of Communication
Bachelor of Science in Broadcasting & Film, 1994

Workshop Participant

- Drucker Institute un/workshop
- SPIN Workshop
- Digitas’ Management Training Program
- Upright Citizen’s Brigade, Improv

Personal Projects

- Data Con LA, Volunteer since 2019

SKILLS

User Experience & Content Capabilities

- UX Writing: Taxonomy Development & Navigation
- User Journeys & Task Flows
- Form design & Instructions
- Content Audits & Analysis
- UX Research, Testing, & Synthesis
- Requirements Gathering
- Competitive & Trend Analysis
- Editorial Calendars
- Style Guides

Marketing Experience

- Copywriting
- Product Naming
- Branded Content Articles
- Email Campaign Development
- Creative Development & Direction

Working Competencies

- Confluence, JIRA, and GitHub
- Agile & Waterfall Methodologies