

MARC GRIFFIN

UX Writer & Researcher

CONTACT

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EDUCATION

2020-2024

BUFFALO STATE COLLEGE

- Master of Art, Journalism

2012-2016

NIAGARA UNIVERSITY

- Bachelor of Arts, English Studies
- GPA: 4.0

SKILLS

- Project Management
- Teamwork
- Time Management
- Leadership
- Effective Communication

TOOLS

Adobe XD, Asana, Slack, Adobe Premiere, Adobe Photoshop, Sketch, Google Analytics, Google Suite, Optimal Workshop, Miro, Wix, Wordpress, Squarespace, Novice-level HTML

TECHNIQUES

User research, information architecture, wire framing, prototyping, interaction design, hunger to learn, usability testing, collaboration and communication, tech-savvy

PROFILE SUMMARY

I'm a versatile UX designer with a passion for research and writing. I specialize in preparing and writing accessible details that adhere to WCAG's best practices, information, and data using my background in English Studies, journalism, technical writing, case studies, investigative reporting, teaching, and professional leadership to enhance deliverables and promote high collaborative morale amongst my team.

PROJECTS

Sony

2023-2024

PlayStation 5 Login Process

- Led the development and implementation of a comprehensive login design that resulted in a 20% increase in easier completion based on my studies and personal research of user-centered design.
- Utilized research to conduct usability studies, create user journey maps, and heuristic analyses, and worked in tandem with my UX mentor

- Role: Lead Researcher, Writer, & Designer
- Tools: Figma, Miro, Photoshop, OmniGraffe,

WORK EXPERIENCE

VIBE Magazine

2022-Present

Writer & Producer

- Conducted market research to identify emerging trends and consumer preferences via Google Analytics and then created web shows and wrote articles that can take advantage of the metrics.
- Oversaw the creation of engaging content for various platforms, collaborating with internal teams and external agencies to ensure brand consistency and relevance for a large organization.

Kangarootime

2017- 2023

Marketing Researcher & Content Specialist

- Freelance writing gig that found me wearing many hats, such as marketing manager, content specialist, and UX researcher. Developed and executed targeted marketing campaigns, resulting in a 25% increase in lead generation.
- Implemented SEO strategies that improved website traffic by 30%, enhancing online visibility and positioning the company.
- Collaborated with sales teams to create effective sales collateral, presentations, and promotional materials. Worked to convert tech jargon into understandable copy for parents to understand and use on the app and better communications.