Anna Van Brookhoven

anna.van.brookhoven@gmail.com
Mobile: 845-264-4781
Portfolio available at annamatronic.com

I am a senior UX writer with experience in voice, web, and product design. I have a passion for creating delightful experiences for users with verbiage that is fun, helpful, and engaging. I have a wide range of experience in film/TV, telecommunications, finance, and technology that I draw from when mentoring and providing thought leadership on content design.

SPEAKING ENGAGEMENTS

- **Amazon Alexa Twitch Channel**
  Live stream shows on design, webinars, skill building, and robots.
- **re:Mars, Las Vegas 2019**
  Assisted with workshops on smart city skill designs and a sci-fi game skill.
- **Voice Summit, Newark, NJ 2019**
  Taught design workshops on dialog writing, storyboarding, and documentation handoff to engineering.
- **Dev Days** (throughout the US)
  Taught design writing at free educational events to learn how to build Alexa skills.
- **re:Invent, Las Vegas 2019**
  Taught workshops and gave lectures on writing for design and creating your first Alexa skill.
- **Project Voice, Chattanooga 2020**
  Presented on user retention in voice content lifecycles.
- **Convey UX, Seattle 2020**
  Discussed designing for voice among a panel of other voice design professionals.

PRODUCTS

- **Alexa Design Guide For Developers** (alexa.design/guide)
- **Samsung Flagship Products – Verizon** (Galaxy S4, S5, Note 3, Note 4, Note 10.1, Tab 4, Galaxy Gear)

EXPERIENCE

Amazon Buy With Prime – *Lead UX Writer*   April 2021 – Present

- Launched Buy with Prime merchant console and button widget for merchant DTC sites.
- Trained and mentored three writers to become UX writers.
- Wrote the style guide used for Buy with Prime UX writing, branding, and marketing copy.
- Lead UX writer and editor for all UX writing workstreams.
- Manager for two junior UX Writers, assigning sprint workloads and giving direction on roadmap initiatives.

Amazon Alexa – *Technical & UX Writer*   January 2018 – April 2021

- Launched Alexa Blueprints (blueprints.alexa.com) and created help documentation for the product.
- Wrote the Alexa Design Guide for Developers. (alexa.design/guide)
- Created workshop materials to teach skill building to beginners.
- Taught workshops and providing design guidance in person and live streamed on Twitch.
- Public speaker in voice design thought leadership.
- Editor and Publisher for design content on Alexa documentation (developer.amazon.com).

Amazon Advertising – *UX Writer*   September 2016 January 2018

- Rewrote the ad building process for Amazon sellers.
- Added contextual help around ad building, keyword auctions, and analytics pages.
- Audited and rewrote the information architecture around a redesigned set of metrics tables.
- Launched Headline Search Advertisements for Amazon sellers.
- Wrote net new UI verbiage for Amazon Stores, including help content for the page builder components.

Fidelity Investments – *Content Strategist*   July 2015 – June 2016

- Worked with UX designers and software developers across Fidelity products to make sure the Fidelity tone of voice, branding, and product verbiage was effective for all customers.
- Created UX content documentation, prototype audits, and taxonomical outlines for Fidelity Institutional products.
- Interviewed technical experts such as financial advisors as well as backend developers to interpret and synthesize better verbiage on new financial services product lines.
- Worked on improving and updating launched product systems such as Streetscape and WealthCentral platforms used by large investment firms and advisors.

A&E Networks – *Technical Writer*   May 2015 – July 2015

- Wrote custom IT services training manuals and procedural documentation.
- Taught end-user training sessions on Microsoft products as well as Android and iOS applications.
- Performed QA testing and support on new procedures and software.

Samsung – *UX Writer*   April 2013 – December 2014

- Wrote and edited all user interface verbiage for Samsung flagship mobile phones and tablets including the Galaxy Note 3, Note 4, S4, S5, Note 10.1, Tab 4, and the Galaxy Gear line of products.
- Created an internal UX style guide for Samsung to use across all flagship devices.
- Reduced customer service calls to Verizon by inserting new contextual help content into the Verizon apps.
- Integrated Verizon's Visual Voicemail & Calling UX with Samsung's style guide to create a more seamless experience going between native Samsung apps and Verizon services.
- Wrote acting scripts for help videos for all device types and instructions for new accessibility features for visually impaired users.

XL Marketing – *Copy Editor & Technical Writer*   September 2011 – January 2013

- Worked directly with developers to create easy to use interfaces and guides for advertising tools.
- Created targeted advertisements and original ad copy for fashion and beauty retailers such as Fab.com, Sole Society, Wen Haircare, and Rent the Runway.

EDUCATION

BRYN MAWR COLLEGE - Bryn Mawr, PA. Graduated 2009. Bachelor of Arts in English/Creative Writing, Minored in Film and Geology.