

Ellen Claire Brown

Contact

Chicago, IL
ellen.clairebrown01@gmail.com
[in/ellen-c-brown](https://www.linkedin.com/in/ellen-c-brown)

Portfolio

ellenclairebrown.com
Password: ecb24

Skills & tools

Data-informed content iteration • Mindful stakeholder collaboration • Persistent user advocacy • Product storytelling • Focused discussions with leadership • Adaptive problem solving • Inclusive team spirit • Figma, FigJam, Sketch • Content management systems: Contentful, WordPress • Microsoft 365: Excel, PowerPoint, Outlook, Word, SharePoint • Power BI, Power Automate • Pivotal Tracker, Jira, Trello, Slack, Teams • Google Workspace

Experience

GOOGLE Devices & Services, Google Home

NOV 2024 - CURRENT
Chicago, IL (Remote)

Senior UX Writer (via BayOne)

- Content development for Nest camera onboarding experiences in the Google Home app

MICROSOFT Windows & Devices

NOV 2021 - OCT 2024
Atlanta, GA (Remote)

Content Designer II

- Shaped cohesive experiences for key touchpoints of the Windows user lifecycle, focused on promoting system updates through new PC upgrades
- Led content design for the Windows Backup app and strategy for affiliated promotional messaging online and in-product
- Wrote and aligned messaging for a Windows 10 end-of-support campaign that exceeded the projected volume for engagement, driving 54 million clicks to open the Backup app out of 1.27 billion total impressions
- Coordinated messaging for a multichannel Microsoft 365 campaign that resulted in 62.4 thousand subscriptions added within the fiscal quarter (+50% MoM)
- Crafted intuitive, delightful content for core OS functionality to boost customer satisfaction and retention in Microsoft's ecosystem, from the Start menu and desktop to AI features and more
- Managed voice/tone coherence in the Settings app; built an automated system for tracking requests to nurture teamwork and minimize churn (triaged 10+ projects per month)
- Led UX writing for the Microsoft Photos app and planned support documentation strategy for awareness about the Photos Legacy transition
- Utilized design system patterns, brand voice principles, and numerous style guides to create a consistent end-user experience while adhering to privacy, accessibility, and legal requirements
- Created internal style guidance for new features to produce consistency across products

THE HOME DEPOT Home Services CX

OCT 2018 - OCT 2021
Atlanta, GA (Hybrid)

Digital Copywriter

- Led content strategy for a full redesign of Pro Referral's website—conducted content audits, market research, and moderated user testing to optimize usability and information architecture
- Partnered with design, marketing, engineering, and leadership to write and build web pages for The Home Depot's national in-home services
- Measured and maintained success through metrics like lead submission and conversion, form drop-off, heat map data, and bounce rates
- Wireframed flows in Sketch to simplify user interfaces, like branched sign-in for customer and pro audiences
- Collaborated with subject matter experts to translate complex topics into effective educational content
- Developed a communication framework to re-engage customers with texts and emails throughout their journey
- Managed content publishing schedules for seasonal marketing campaigns

Education

UNIVERSITY OF GEORGIA BA, English

JAN 2014 - DEC 2016