

Ellen Claire Brown

ellen.clairebrown01@gmail.com | 912-228-1798 | ellenclairebrown.com/portfolio
password: ecb25 | in/ellen-c-brown/

EXPERIENCE

Google via BayOne Solutions — *Senior UX Writer*

NOV 2024 - PRESENT

- Scale and influence LLM model and response quality guidelines for Gemini for Home automations, Google Nest camera AI descriptions, and Home Brief summarization
- Write out-of-box instructions for next-gen Nest cameras and doorbells
- Write LLM goldens and assist in coaching an external team of writers to further scale a training set of tens of thousands of outputs
- Audited strings across the Nest Thermostat and Nest Renew ecosystem to improve an important revenue stream for the business

Microsoft — *Content Designer II*

NOV 2021 - OCT 2024

- Shaped cohesive experiences as lead content designer for Windows lifecycle, promoting system updates and PC upgrades
- Led content design for the Windows Backup app launch and related messaging online and in-product
- Led UX writing for the Microsoft Photos app launch and support doc content strategy for Photos Legacy
- Maintained voice/tone consistency in Windows Settings as lead content designer; built an automated request-tracking system for our team
- Authored internal style guidance for new features
- Crafted delightful, intuitive content for core OS features, ranging from Start menu functionality to Copilot to boost satisfaction and retention
- Applied brand, voice, and style guidelines to ensure consistency, privacy, and accessibility compliance

The Home Depot — *Digital Copywriter*

OCT 2018 - OCT 2021

- Led content strategy for Pro Referral's website redesign, including user testing, content audits, and competitor research to optimize usability and information architecture
- Developed a communication framework for text and email lead reengagement
- 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 lead tracking, 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 educational content
- Managed content publishing schedules for seasonal marketing campaigns

SKILLS

LLM training for AI features • Figma, Sketch • Gemini AI • Google Workspace • Content design • UX writing • Multichannel content strategy • Content management systems: Contentful, WordPress • Microsoft 365 • Power BI, Power Automate • Asana, Jira, Trello • Data-informed content iteration • Mindful stakeholder collaboration • Product storytelling • Focused discussions with leadership • Inclusive team spirit

EDUCATION

The University of Georgia — *Bachelor of Arts, English Language and Literature*

Accepted to Grady College of Journalism | Internship, Team Clermont | Contributor, The Red & Black