

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, Adobe Illustrator, Asana,
Slack, Adobe Premiere, Adobe
Photoshop, Sketch, Google Analytics,
Optimal Workshop, Miro

TECHNIQUES

User research, information architecture, wire framing, prototyping, interaction design, usability testing, collaboration and communication

PROFILE SUMMARY

I'm a versatile UX designer with a passion for research and writing. I specialize in preparing and writing accessible details, information, and data using my background in English Studies, journalism, technical writing, 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.
- Utilized research to conduct usability studies, create user journey maps, 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 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.

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.