

# YOUNNG-JOO TANAKA | LEAD UX WRITER

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## SUMMARY

Experienced UX Writer and Content Designer with a passion for simplifying complex systems into clear, engaging experiences. Led end-to-end digital product development for educational platforms and interactive web applications — once boosting navigation success from 25% to 100%.

## EDUCATION

### TechFleet Agile Methodologies and Servant Leadership Masterclass - Issued Jan 2025

- Collaborated with 21 designers and researchers to apply Agile UX methods in a product that helps elderly users avoid online scams, using Google Design Sprints, Lean UX, and ResearchOps best practices.
- Trained in Servant Leadership, developing skills in team empowerment, collaboration, and conflict resolution for Agile environments.

### Google UX Design Professional Certificate - Issued Jan 2025

- Applied key principles to two client projects, leveraging UX research, wireframing, prototyping, and usability testing to create user-centered digital experiences.

### California State University (CSU) East Bay - BA in English: Creative Writing (Summa Cum Laude, GPA: 3.9 | May 2024)

- Honors and Dean's List - Top 1% of graduating class.
- 2024 Declercq Poetry Contest – 3rd Place. Published in Occam's Razor CSU East Bay Literary Magazine.

## PROFESSIONAL EXPERIENCE

### UX Research + Content Designer, Values and Virtues | Remote

06/2024 - Current

- Revamped membership descriptions to emphasize time efficiency, classroom management, and fun learning, using iconography and bolding for better scannability.
- Developed a brand style guide and a voice & tone guide, implementing them across marketing materials, emails, social media, and website content to ensure consistency and clarity.
- Designed and launched a Christmas Gift page on WordPress using AI-assisted coding.

### UX Writer, TechFleet | Remote

12/2024 - 5/2025

- Audited, designed, and wrote micro-copy and educational copy for the Taino World 2025 interactive conference landing page as part of a 4-person UX writing team.
- Practiced cultural sensitivity by adhering to style guides that reflect the Taino Indigenous people's history and culture.
- Collaborated across disciplines including engineering, design, research, and strategy using tools like Figma, Notion, and Discord.

### Lead UX Research + Content Designer, Sac-Inspect | Remote

08/2024 - 5/2025

- Led a desktop redesign from wireframes to high-fidelity prototypes using feedback from 20+ user interviews, ultimately earning client approval for development.
- Created a scalable brand component library in alignment with Web Content Accessibility Guidelines (WCAG) to improve product adaptability across multiple devices.
- Improved site navigation by renaming page titles to align with user mental models, increasing location findability from 25% to 100% in usability testing.

### Writing Tutor, Student Center for Academic Achievement (SCAA), CSU East Bay | Hayward, CA

08/2023 - 05/2024

- Conducted weekly one-on-one writing tutoring with 3-5 students per session, guiding brainstorming, sentence clarity, and synthesizing literary sources.
- Presented SCAA tutoring and other on-campus resources in collaboration with the Educational Opportunity Program (EOP) to improve access and retention of historically low-income, first-generation, and educationally disadvantaged students.
- Worked closely with 2 English course faculty to formulate course activities, schedules, and lessons for first-year college students.

### Non-Fiction Copy Editor, Occam's Razor Journal | Hayward, CA

02/2024 - 05/2024

- Edited 3 nonfiction submissions for clarity, tone, structure, and grammar, ensuring high-quality editorial standards for a journal with over 15,000 readers.

## LEADERSHIP

### Writing Mentor, Chapter 510 - Hoover Story Project | Oakland, CA

02/2024 - Present

- Mentored high-school seniors monthly in 1-hour, one-on-one sessions for a 7-month podcasting program (Nov 2024 - Present).
- Worked with 3rd and 4th graders, mostly Spanish speaking, 1 hour weekly in a 12-week immersive storytelling workshop to write their own stories and create a virtual amusement park using AR and AI (Feb 2024 - May 2024).

## SKILLS/TOOLS

**Design Tools:** Figma, FigJam, Canva, ExcaliDraw | **Collaboration:** Slack, Discord | **Product Strategy:** Miro, Trello, Monday, Jira

**Skills:** UX Writing, Content Strategy, Usability Testing, Information Architecture, Auditing, Cross-Functional Collaboration