

Jess Demarest (she/her)

PROFESSIONAL EXPERIENCE

Outschool, Remote

Lead UX Writer February 2022 – Present

Collaborated with UX designers to create intuitive user flows informed by conversational design principles, while supporting multiple product teams with tactical UX copy needs. Crafted tailored messaging for three distinct audiences—kids, parents, and teachers—with a focus on inclusivity.

Wayfair, LLC, Boston, MA

Content Strategy Lead September 2020 – January 2022

- ✦ Content Strategist 2019 – 2020
- ✦ Associate Content Strategist 2017 – 2019

Collaborated with UX design, product, and engineering to craft user-friendly experiences with a compelling narrative. Used quantitative and qualitative data to identify opportunities. Led cross-functional conversation workshops and created content matrices and wireframes to guide strategy and design.

Notable Accomplishments

- Replaced operationally focused copy with customer-centric messaging, leading to an estimated \$1.5 million in annual savings
- Created a content strategy framework to support a new business venture into a nearly \$430 billion home services market
- Developed the messaging strategy for a virtual assistant beta; users who engaged with the bot had a 94.5% conversation completion rate

Champlain Center for Publishing, Burlington, VT

Senior Editor & Project Lead September 2013 – May 2017

Coordinated a team of writers and editors to develop content for company blog. Edited and wrote for large-scale publishing projects. Handled marketing projects including social media, press releases and event promotion.

EatingWell Media Group, Shelburne, VT

Editorial Intern Summer 2016

Produced, organized, and edited content for a national publication with a circulation of 1.8+ million per issue.

EDUCATION

Champlain College, Burlington, VT

Bachelor of Science in Professional Writing May 2017

Boston, MA

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jesswriteswords.com

SKILLS

Conversational design

Information architecture

Content wireframing

UX writing

Competitive/user research

Project management

Copyediting (Chicago/AP)

Developmental editing

PROGRAMS

Figma / Sketch / Abstract / Miro
/ Airtable / Basic HTML and CSS

PUBLICATIONS

"Follow Now: Kale & Caramel,"
EatingWell, Nov/Dec 2016

"How She Ended Up," 3288
Review, November 2016

"My Job Site Helps Women,"
Skirting the Rules, October 2016

"On Howard Drive," *Black Fox
Literary Magazine*, March 2016