

Christine Fresneau-Fan

303-868-1970 • christine.fresneaufan@gmail.com • christinefresneau-fan.com
Linkedin.com/in/christine-fresneau-fan • Denver, CO

UX Writer and Content Designer

UX writer and Content Designer with experience writing UX/UI product copy and developing global content strategies for mobile apps and web. A strong advocate for valuable and clear copy that solves users' problems. Passionate about understanding customers' journeys and helping them find the right content at the right time. Best known for making complex concepts easy to understand and writing concise and cohesive copy that sounds human.

Core Skills

- User interface and product writing
- Content design
- Content strategy
- Responsive web and mobile apps
- User and competitive research
- Voice and tone
- Consumer and B2B products
- Style guides and copy guidelines
- Global and localized content
- Accessibility
- Agile, Lean environment
- Bilingual English/French
- Figma, Abstract, HTML, CSS
- Jira, Slack, MS Office, CMS, WordPress

Experience

Western Union Digital, Denver, CO / 100% remote

03/2016 – 11/2020

Global Digital Content Strategist and UX/UI Product Writer

Rejoined Western Union to own UX copy and create and implement global content strategies from early ideation through final copy for mobile apps and responsive web. Supported a global team located in San Francisco, Costa Rica, Morocco, Lithuania, London, and Singapore.

- Partnered with product and research teams to conduct user studies and empathy interviews and understand the customers' needs, pain points, and end-to-end journeys.
- Leveraged user and competitive data analysis to make writing decisions and identify opportunities to improve content, which increased conversion rate by 25%.
- Wrote clear, cohesive, and accessible copy aligned with brand, tone, and voice for user interface, notifications, error messages, and B2B APIs portal, resulting in a 15% user engagement rate increase.
- Brainstormed initial concepts with designer, wrote and designed together, and collaborated closely through prototyping and final iterations.
- Shared and rationalized work with product managers and other partners while representing the customer's voice.
- Led the content approval process from business owners, product managers, developers, localization managers, and legal counsel and turn business goals into content solutions across the product lifecycle.
- Maintained brand, voice, and tone standards, crafted writing guidelines, and contributed to style guide while building a strong writing culture.
- Mentored and trained other writers to help them improve their writing.
- Improved content team's process, which increased efficiencies by 20%.
- Developed accessible copy aligned with W3C and ADA accessibility guidelines, resulting in a more inclusive brand image and broader customer reach.
- Delivered global content ready for translation and localization in multiple languages for European, Asian, African, and North and South American audiences, resulting in 15-25% market share increases in major local markets.

Regional Transportation District (RTD), Denver, CO

07/2014 – 10/2015

Web Content Coordinator

Researched, developed, and implemented digital marketing strategies for RTD website, email campaigns, and social media, including strategic planning, copy development, and content management.

- Developed, managed, and maintained RTD daily emails, website updates, and social media postings, resulting in a 15% traffic increase.

Western Union Digital, Denver, CO

11/2008 – 07/2013

Global Web Content Copywriter and Editor

Developed and managed web content and emails from strategic planning and original copy to content publishing for various global websites in multiple languages.

- Wrote web and email copy aligned with corporate and brand identities using user experience expertise, web analytics, and SEO best practices, resulting in a 20% conversion rate increase.
- Updated and maintained web content in content management systems (CMS).
- Designed and built promotional landing pages in HTML and CSS, which improved customer acquisition by 15%.
- Worked closely with content owners, web developers, database administrators, legal counsels, vendors, and user acceptance testing team, resulting in seamless and faster project execution.

Amélie Company, Denver, CO

10/2006 – 11/2008

Account Executive

Managed regional and national print and digital campaigns for Jeffco Credit Union and TV5MONDE, including strategic planning, creative and copy development, and production.

- Coordinated the creation and production of brochures, direct mail, print ads, websites, and emails.
- Developed and monitored budgets, timelines, and billings.

Education | Certification

Master of Business Administration (MBA)

University of Northern Iowa, Cedar Falls, IA

Bachelor of Arts (BA) Equivalency, Marketing and International Trade

Rennes School of Business, Rennes, France

Certified SAFe4 Agilist

Languages

French – Native speaker/American Citizen | English – Bilingual/professional proficiency |
Spanish – Limited proficiency