V. Sri

CONTENT ‣ DESIGN ‣ STRATEGY

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EXPERIENCE

Zendesk

Lead Content Designer (2019–Present)

I sit on an innovation team with a mandate to unify the Zendesk product experience. Our goals are flexibility, platformization, and AI integration. In this work, I leverage design principles to shape our product's ontology and information architecture. I drive the development of new standards and patterns and produce conceptual maps and product narratives to aid in sensemaking.

Google

UX Content Lead (2017–19)

Ads Quality UX is the team responsible for shaping commercial interactions on the world's most visited website. I defined language standards, wrote guidelines for training models, and made data-backed decisions about content strategy. Our team imagined new formats for nascent markets (like India) and surfaces beyond search (like Assistant and Maps). I supported the growth of Google's UX community by speaking at its internal design conference, UXU, and by representing Google at iXDA, Atlanta.

Asana

Copywriter and Content Strategist (2015–16)

Asana is work-tracking for teams. As the lead copywriter, I was responsible for public-facing language: blog, email, social, and web. My Area of Responsibility (AOR) was voice and tone and I created a style guide to reflect Asana's unique values. I consulted on content projects across the company and helped launch Asana's thought-leadership publication, Wavelength. Though I rarely had time for it, I crafted product and app update copy to delight our users.

Yelp

Senior Editor (2012–15)

Yelp helps people write reviews of great local businesses. My team published 100 weekly newsletters across 8 timezones. We kept the issues factual and upholding of Yelp's content standards. As the senior editor, I managed workflow and wrote a lot of puns, landing pages, direct mail pieces, Yelp reviews, and our first TV commercial. We became a de facto agency within marketing serving press, biz marketing, product, and acquired brands like Seatme and Eat24.

EDUCATION

Kickstart Coding

16-week intensive bootcamp covering Python, JavaScript, HTML, CSS, Django, React, Bash, SQL, and APIs. I built and deployed two web apps, learned scrum and agile methods, and learned that I really, really don't like MongoDB.

General Assembly

20-week UX Design immersive covering fundamentals of HCI and interaction design, research, wireframing, and prototyping. Learned theory from brilliant instructor John Hull. My team took first prize in the hackathon.

Western University

Bachelor of Arts. I was going to be an *actuary* before switching to Honors Economics & Philosophy with a focus on welfare economics and ethics. Double the major, double the fun.

PROJECTS

Writing

Co-author of [The Smallish Book](), the world's first philosophy book about content design.

Podcast

Producer of [Oregano Shirt](), an intermittent audio narrative project, a.k.a., a podcast.