

Bobbie Wood

UX Product, Content & Voice Lead

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SKILLS

DESIGN LEADERSHIP: Proven record of delivering successful products for millions of users. Practitioner of people-centered product design. Entrepreneurial approach to problem-solving.

UX STRATEGY: Design thinker and facilitator adept at using ideation to create, innovate, and connect disparate teams. Focus on future-proof designs that evolve and scale. System design advocate. Capable of delivering voice and content strategy at scale.

CONTENT, VOICE & RESEARCH EXPERTISE: Lead designer for product voice, value prop identification and messaging, engagement strategies, scalable content strategies, information design, data-driven design for growth, and the essentials of voice UI and conversation design.

EXPERIENCE

UX WRITERS COLLECTIVE

Founder & CEO, June 2018 — Present

- Developed and launched online courses for UX writers and content designers including UX Writing Fundamentals, CX Writing for Marketing Engagement, and Content Research & Testing
- Currently developing new course in Chatbot Design, Conversation Design, and Writing for Designers
- Managing a remote team of marketers, course developers, and partners

GOOGLE

Head of Content Strategy & UX Lead, Payments, Dec 2015 – June 2018

- Led content design for Google Pay launch across products and partners
- Led org-wide initiative to align Assistant and Ads & Commerce design teams
- Managed team of 8 content strategists for payments and Assistant transactions
- Co-led design, brand messaging, and content strategy for voice interactions
- Identified and solved for shared design and content patterns across products and verticals
- Designed UI and voice experiences for new features
- Conducted research and usability studies to support content and design development

GYFT, A FIRST DATA COMPANY

User Experience & Engagement Lead, Mar 2015 – Oct 2015

- Identified targeted UX improvements for consumer and business web and mobile products resulting in a 20-point consumer NPS increase
- Scoped early go-to-market plans, established the customer communications strategy for marketing and product, developed personas, corporate and product voice, and corporate style guide, coached the risk and fraud teams in design thinking to remove customer pain points, revamped the email series, UI content and error messages for web and mobile

INTUIT

Senior Manager, Experience Design & Content Strategy, May 2012 – Jan 2015

- Led content and design for QuickBooks Self-Employed (QBSE)
- Scoped UX work, outlined product and design requirements and established the customer communications strategy from marketing through support
- Coached and mentored Intuit product teams in design thinking and lean experimentation methods as an Innovation Catalyst
- Managed writers for the developer portal, merchant services, and QuickBooks payments

Principal Experience Designer, Content

- Contributed UI and content patterns for QuickBooks Online system redesign
- Principal writer for QuickBooks Online and QuickBooks Payroll
- Wrote UI text for sign-ups, task flows, and product guidance
- Revamped content for transactional and new feature engagement emails
- Contributed to a focused self-help strategy to reduce the cost of support contacts

SUMO LOGIC

Principal Content Developer, Sep 2011 – May 2012

- User experience and content strategy consultant to this early-stage startup
- Scoped and implemented help system and customer support tools
- Wrote user interface text, in-product messages, sign-up, onboarding flows, and FAQs

SUGARSYNC

Senior UX Writer, Jul 2010 – Sep 2011

- Wrote UI, developer, and marketing copy for web and mobile file-syncing apps

ADDITIONAL EXPERIENCE

MOLECULAR DEVICES

Info Developer (contract), Apr 2010 – Nov 2010

EXAMINER.COM

Freelance Journalist, Sep 2008 – Apr 2010

ELECTRIC CLOUD

Tech Writer (contract), Sep 2002 – Nov 2004

SAVI TECHNOLOGY

Lead Tech Writer, May 1997 – Aug 1999

EMPART TECHNOLOGIES

Marketing & Pubs Manager, Jun 1995 – Jan 1997

ADDISON-WESLEY PUBLISHING COMPANY

Design & Production Coord, Apr 1992 – Jun 1995

EDUCATION

San Francisco State University

M.F.A. candidate, Creative Writing: 2007 – 2009

San Jose State University

B.A. Political Science

CERTIFICATION

UX Certification, Nielsen Norman Group

Certification Date: Aug 2014 – Present