

ASIF ALI



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EDUCATION

Bachelor of Arts, Psychology
Indira Gandhi National Open University,
Expected in July 2024

Associate of Applied Science,
Medical Laboratory
Technology
IPGME&R, SSKM Hospital,
Kolkata, India
January 2022

PROFESSIONAL SUMMARY

I make things simple. I use words as my tools to craft UX that's clear, engaging, and hits the emotion right. Chatbots? I make them witty. IVRs? I banish the robotic monotone. Design systems? I inject logic and purpose. Need a collaborator who knows how to speak to your users?

SKILLS

Content Design

UX Writing

Conversational Design

User Research & Testing

Clear Communication

NLP Understanding

Wireframing

Voice & Tone

Critical Thinking

WORK HISTORY

November 2022 - Current

Jio Platforms Limited - UX Writer, Bengaluru

- Reviewed and updated content libraries and repositories regularly to maintain accuracy and relevance.
- Collaborated with designers to align copy with visual design elements and enhance overall user experience.
- Developed clear and concise user journeys for specific product areas to enhance user experience.
- Create helpful, human and actionable UI content for web and mobile.
- Create content style guide for voice and tone, content strategy overviews and more for each project.

January 2022 - November 2022

Sipy - UX Writer, Bengaluru

- Ownership of content inventory and content style guide, while conducting user research and content design.
- Collaborated with product designers and product managers by planning, defining and developing content for core app experiences.
- Facilitated the product design process by authoring design briefs, performing usability research, conducting design sprints, and developing roadmaps and project plans to refine interaction design.

CERTIFICATIONS

- Content Strategy for Professionals by Northwestern University

- Foundations of UX Design by Google