

**LAURA MORENO SARAGA**  
**FREELANCE WRITER**  
[lmorenosaraga@gmail.com](mailto:lmorenosaraga@gmail.com)

**EDUCATION**

**Tufts University**

English B.A. | Magna Cum Laude | Class of 2012 | Dean's List

**WORK**

**Vimeo**

**Part-time Senior UX writer**

Current

**Wix.com**

**Senior UX writer, Wix CMS**

August 2022-January 2024

- Collaborated with product team through entire UX process: research, ideation, wireframes, usability, implementing and localization
- Managed a team of UX writers and designers along with the UX design lead
- Trained, managed, and mentored a student UX writer (2022-2023)
- Planned and implemented content-based A/B tests to test content in order to improve main KPIs
- Optimized UX in new features through usability sessions
- Led the UX quality program for the UX team, where I guided small improvements that were tested and implemented over time

**UX writer, Wix CMS**

December 2019-August 2022

- Collaborated with UX designers, product managers, and engineers to develop new UX flows
- Spearheaded an initiative to regularly speak with high-value users to better understand their needs
- Managed usability and user voice research for the entire team
- Led two different 6-person editing groups with other UX writers within the company, one of which was more technical
- Managed knowledge base and marketing writers to ensure consistency in tone and voice

**Web content writer, English**

January 2016-December 2019

- Researched 100s of business types and mimicked their voice and tone to produce content for generic templates
- Collaborated with designers and visual design experts to write briefs for new Wix templates
- Managed a student in charge of data entry and statistics for the team's internal CMS

**Business English Consultants**

**Language coach and translator**

November 2014-April 2015

- Translated Spanish into English
- Taught English in different businesses

**Socialatom Ventures**

**Program coordinator**

November 2013-August 2014

- Coordinated events and mentorships for 10 startups in a government-sponsored acceleration program
- Coordinated group trips to New York and San Francisco that included a demo day and visiting different startups
- Managed paperwork, fundraising, and report writing in partnership with the Ministry of Technology in Colombia

**ADDITIONAL**

**Languages**

Spanish - mother tongue | English - native | Hebrew - proficient

**Tools**

Figma | Slack | Notion | Jira | Github | Wix | Trello | Google Workspace | Sketch | Dovetail

[lmorenosaraga.com](http://lmorenosaraga.com)