Qadro Mohamud

Experience

January 2022- July 2022

UX Writer Microsoft (via Aquent)

- Write and update general troubleshooting content.
- Conduct content inventory and content audit to determine necessary changes and ensure accessibility standards are met.
- Support various teams in crafting copy for update screens, empty states, and design iterations.
- Collaborate with designers, researchers, product managers, product marketers and engineers to serve a global content audience.
- Follow all guidelines, such as UX content, accessibility, design system, and localization.
- Craft error messages that adhere to style guidelines and principles.

September 2020- Current

Brand Strategist Freelance

- Conduct content audits, inventories, gap analyses, competitive analysis, and secondary research
- Develop and implement processes and guidelines.
- Promote best practices related to multi-platform and multi-channel publishing, SEO, user-generated content, personalization and understand and apply SEO strategies and tactics.
- Use data and research to evaluate content effectiveness.

January 2021- January 2022

UX Designer Freelance

- Recruited participants and scheduled interviews
- Card sort to determine new copy for the website.
- Analyzed and interpreted both qualitative and quantitative data.
- Simplify the customer experience through succinct, thoughtful, and clear messaging.
- Make content decisions based on empathy, logic, and data.

Education

Bachelor of Science in Psychology

Washington State University

User Experience Design

General Assembly

Skills

Research
UX Writing
Usability testing
User personas
Wireframing

Tools

Adobe
Figma
Optimal Workshop
Miro
Teams

Contact

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