

# Jerome J. Gentes

## Principal UX Writer & Content Design Strategist

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Palm Springs, CA, open to SF, LA, and San Diego remote opportunities

## Overview

- Principal content writer and strategist specializing in mobile, web, and desktop UX/UI writing and storytelling for complex software solutions
- Passionate about existing and future capabilities for problem solving and community building through design- and content-driven experiences
- Versatile with front-end programming tools, including HTML, CSS, and JavaScript, and experienced with a range of design and content tools
- Experienced with design systems, design thinking, and other frameworks and strategies, including user research and service design
- Excellent at cross-disciplinary collaboration across all roles and levels, from others designers and developers to data scientists, researchers, and leadership
- Experienced in fintech, medical, entertainment, and CPG industries, and passionate about tech futures including voice design, AR, VR, ML, and AI

## Experience

### Principal Content Designer, Intuit Data Exchange

Intuit, Inc., Mountain View, CA; permanent remote

Feb 2017-Present

- UX content designer and strategist for in-product financial data widgets, including data connection, error, and file import experiences that seamlessly integrate across platforms, devices, and systems
- Collaborated on scalable, best-in-class user experiences to give customers confidence and control while moving them between Intuit products and data providers
- Delivered for global data sharing security, privacy, legal and compliance standards, adapting to rapidly-shifting US, UK, AU, EU regulations
- Leveraged content design systems, contributing regularly to new style, voice, and tone guidelines
- Selected for high-velocity tiger team led by Intuit co-founder to create and launch Aid Assist, a PPP program loan eligibility calculator for SMB customers

- Consistently recognized as an impassioned and empathetic thinker, communicator, community-builder, and collaborator
- Improved diversity, equality and inclusion efforts by conceiving, launching, and growing Intuit's first indigenous employee resource group

### **Content Writer, Supervisor**

**Meyer Corporation, US, Vallejo, CA**

**Nov 2012-Feb 2017**

- Wrote and managed ecommerce and CPG product, marketing and social media content for global industry-leading kitchenware marketer and distributor
- Created an innovative, in-house content strategy to deliver SEO-rich unique product feature and benefit content for 9K+ active SKUs across 10 proprietary and licensed brands, using immersive storytelling
- Collaborated skillfully with and across other teams, including business development, interaction and visual design, web development, brand management, and product management
- Revised existing and created new branded content for 10 corresponding e-commerce websites, including refreshed style, voice and tone guidelines
- Represented Meyer and its brands at annual IHA industry showcase and conferences, including hospitality and merchandising

### **Content and Web UX Writer**

**Independent Freelance Contractor**

**Mar 2010-Mar 2017**

- Audited, created and revised content for diverse clients, subjects and strategies, including pediatric oncology, e-learning, telemetrics, and tourism
- Developed and delivered web content and strategies, including SEO, analytics, inbound/outbound links, and social sharing to help drive digitalization of traditional medical industry patient engagement model
- Arranged, conducted, transcribed and edited interviews with SMEs to gain understanding of user needs and develop sensitive technical content

### **Communications Manager**

**Culinary Staffing Pros, Inc., Buffalo, NY**

**July 2008-Apr 2010**

- Designed and managed B2C, B2B, and company marcomm content for hospitality staffing agency
- Redesigned websites, including graphics, media, SEO, and pay-per-click
- Maintained social media channels and campaigns, including blog

### **Content Manager**

**The Spencer Workshops, Chautauqua, NY**

**July 2008-Nov 2008**

- Created and managed B2C and B2B content for arts startup
- Refreshed existing content and strategies including SEO and analytics
- Transitioned content from print to digital platforms and deliverables

## **Managing Director**

**Lockport City Ballet, Lockport, NY**

**May 2007–June 2009**

- Directed, managed, and supervised youth arts nonprofit operation
- Added \$10K YOY in new corporate and private donor funding
- Designed B2C and B2B advertising, website, and graphics

## **Professional Presentations & Speaking**

Presenter, The Future Is Spoken Conference, August 2021

“Fade In, Curtain Up: How Performative Scripts Inform Conversation Design”

Presenter, INNO Conference, April 2020

[“Why Is Your Innovation Process Failing?”](#)

## **Education**

Master of Fine Arts, Writing, Columbia University, New York

Bachelor of Arts, English, University of California, Berkeley

## **Certifications & Learning**

XR Development with Unity, to be completed April 2021

Introduction to Human-Centered Design, Acumen Academy, March 2021

Leadership Training, Meyer Corporation, August 2016

UX Writing Fundamentals Class, UX Writers Collective, May 2019

## **Tools & Technologies**

Adobe Creative Suite

Atlassian Jira, Confluence, Trello

Figma

GitHub

Google Analytics

InVision

Microsoft Office Suite

MURAL

OmniGraffle

Sayspring

Sketch

Social Media, including Hootsuite

Unity XR Development Platform

WordPress CMS

Writer, formerly Qordoba

Zeplin

## **Boards & Memberships**

Member, User Experience Professionals Association (UXPA)

Member, American Indian Science & Engineering Society (AISES)

Board Member, PlayGround SF, Sep 2018–present

Board Member, The 24 Hour Plays, Sep 2020–present