Marisol Thorbjornsen

UX Writer

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SUMMARY

UX writer with 5 years in fintech and travel, writing interface copy in Figma alongside product designers and researchers. Rewrote the bank-linking flow that cut abandonment by 17% and built the content style guide now used by 40 designers and engineers. Known for testing wording with users before arguing about it.

EXPERIENCE

UX Writer — Copperleaf Money

Portland, OR · Apr 2023 – Present

- Rewrote the 6-screen bank-linking flow with plainer permission language, cutting abandonment by 17% across 90,000 monthly attempts.
- Built the content style guide and a Figma library of 120 approved strings, adopted by 4 product squads and 40 designers and engineers.
- Rewrote 85 error messages to say what happened and what to do next, reducing related support contacts by 23% in one quarter.
- Ran 3 unmoderated wording tests with 600 participants on budgeting labels, and the winning terms raised feature setup by 11%.

Content Designer — Waypoint Journeys

Portland, OR · Jul 2021 – Mar 2023

- Wrote checkout and booking-change copy for a site serving 2 million monthly visitors, working with 3 designers.
- Simplified the cancellation policy summary from 140 words to 45, cutting policy-related chats by 19%.
- Audited 300 strings across web and app for inconsistent terms, merging 9 names for the same feature into 1.

SKILLS

Writing: Microcopy, error messages, onboarding flows, voice and tone guides

Tools: Figma, Ditto, Lokalise, Jira, Confluence

Research: Unmoderated testing (Maze, UserTesting), cloze tests, card sorting

Collaboration: Design critiques, localization handoff, accessibility reviews (WCAG 2.2)

CERTIFICATIONS

UX Content Collective, UX Writing Fundamentals, 2021

EDUCATION

B.A. English, University of Oregon, 2020

Fictional example by FindAJobAI: the person, employers and numbers are invented.