

Samara Slater, Copywriter, UX Writer & UX/UI Designer

New York City | (646) 731-4172 | slater.samara@gmail.com | [linkedin.com/in/samaraslater/](https://www.linkedin.com/in/samaraslater/)

Writer with 6+ years shaping product copy, design systems, and content at scale. Skilled in UX writing, localization, and cross-functional collaboration to create clear, human-centered experiences that drive usability, trust, and engagement. Plus, comes with a background in UX/UI design. Basically a digital Swiss Army knife.

Areas of Expertise: copywriting, copy editing, user experience writing, user interface design, user experience design

Skills: project management, Microsoft Office, e-commerce, Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Figma, web & mobile app design, graphic design

Portfolio: <https://www.samaraslater.com/>

WORK EXPERIENCE

Copywriter | Starfish | June 2024 - March 2025 · 10 mos

- Supported the Director of Copy in developing insight-driven marketing campaigns, pitch work, and brand communications.
- Crafted engaging website copy for diverse clients, including consumer brands, financial firms, law firms, healthcare organizations, mobile apps, educational institutions, and tourism.
- Wrote compelling brand narratives to align internal teams and strengthen company culture.
- Audited and optimized the Starfish website for improved readability, user experience, and information architecture.
- Collaborated with design teams in Figma to streamline workflow and ensure visual consistency.
- Partnered with account managers to align copy with brand strategy and business goals.
- Developed 360° campaign platforms, headlines, and copy across print, OOH, web, social, digital marketing, brand activations, and video scripts.

UX/UI Designer | Riff | November 2023 - January 2024 · 3 mos, April 2024 to January 2025, 10 mos

- Supported the CEO/software engineer lead in the design of an early-stage product for collaborative online coding and documentation.
- Conducted competitive analyses and created empathy maps to guide UX design.
- Designed branding and UI elements (color palette, typography, UI kit) for website rebranding.

Freelance Copywriter | Club Monaco | January 2024 - April 2024 · 4 mos

- Supported the brand and editorial director with all brand messaging, including email newsletters, SMS messages, paid social media advertising, website copy, organic social media posts, digital campaigns, and SEO and SEM copy.
- Integrated content strategy principles to optimize copy effectiveness across web, email, and social.
- Utilized a mobile-first mindset for web copy to ensure that it was succinct and within character limits for mobile.
- Presented all marketing copy to leadership and incorporated feedback from leadership and merchandise teams.
- Set up processes to improve and streamline the copy creation workflow.
- Collaborated closely with the digital creative team, social media manager, digital marketing, and site merchandising to ensure copy aligns with imagery and layout.

UX Writer & Copywriter | To & Fro | May 2023 - October 2023 · 5 mos

- Wrote engaging, user research-driven copy for website and mobile app, including two website user journeys, one to appeal to new customers to download the app and one to persuade investors/donors to contribute to the development of To&Fro's mobile app.
- Contributed to feature ideation workshops for the mobile app, based on user research and user personas.
- Established the UX writing and copywriting process to create a streamlined workflow across design, marketing, and product teams.
- Collaborated with the writing team to craft the brand's voice and tone, tone map, glossary & content style guide.
- Worked closely with the UX and UI design team to write copy according to the visual layout and deliver cohesive product narratives.
- Assisted the marketing manager with the social media campaign workshops to help generate execution ideas.
- Drafted questions for the FAQ page based on user research and user personas.

Freelance Digital Copywriter | Bumble and Bumble | July 2023 · 1 mo

- Audited and proofread product description copy to ensure any inaccurate legal claims were omitted.
- Wrote copy for missing sections of product descriptions while adhering to the brand tone of voice and style.

- Reviewed technical website product descriptions to ensure they met the new formatting guidelines.

Product Launch Specialist E-commerce & Partner Program | Calvin Klein PVH Corp., Amsterdam, NL | October 2019 - November 2021 · 2 yrs 2 mos

- Managed the copywriting process of ecommerce product descriptions, including translations into 7 languages, from creation to launch for 5 seasons.
- Managed and advised 3 freelance copywriters in their 'transcreation' of technical fashion jargon into plain language that's easy to understand for the brand's diverse audience.
- Copy edited all ecommerce product descriptions to ensure that the copywriters adhere to criteria and brand tone of voice guidelines.
- Responsible for resolving website issues on a daily basis. Basically, putting out fires.
- Prepared and oversaw website product filters to improve website navigation and user-friendliness.
- Improved quality of product descriptions by retrieving detailed information from the product lifecycle management system (i.e., fabric composition, fit, details, etc.).
- Improved quality of translations and website product filters by incorporating SEO, consumer engagement data, and A/B test findings.
- Updated e-commerce data reports daily and assisted with launching stock every week.

E-commerce Copywriter | November 2018 - October 2019 · 1 yr

Junior Copywriter | November 2017 - October 2018 · 1 yr 1 mo

Scotch & Soda, Amsterdam, NL

- Managed and wrote SEO-driven e-commerce product descriptions for men, women, and kids' product lines from creation to launch across 4 collections, including translations into 6 languages.
- Wrote clear, concise copy for email newsletters (B2B & B2C), website campaigns, push notifications, retargeting ads, pop-ups, retail signage, paid social media ads, social media posts, and category landing pages for men, women, and kids' product lines, while integrating lifecycle marketing strategies
- Adhered to brand tone of voice, copy guidelines, and product description criteria.

EDUCATION

Pratt Institute

Certificate, Digital Design | January 2022 - May 2023

Certificate, Human-Centered Design | September - December 2022

Certificate, Digital Product Design | September - December 2022

Vrije Universiteit Amsterdam | Master's Degree, Design Cultures | September 2015 - June 2017

University of Southern California | Bachelor's Degree in Communication, Minor in Communication Design | August 2011 - May 2015