



Tanaya
Singh
Senior UX Writer

Contact

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Skills

Content Design
Content Strategy
UX Writing
Localisation
Content Automation
User Research
Market Research
Microcopy
Copywriting
Brand Marketing
Vibe Coding

Senior UX Writer with 9 years and 2 months of experience in creating data-centric, impactful and AI-driven Content.
Portfolio Link: <https://www.tanaya.art/>

Work History

2024-03 -
Current

Senior UX Writer

Moneyview, Bengaluru

- Built an AI agent that creates UX content personalized for Moneyview's users.
- Reduced customer support tickets by 84.97% by communicating to solve for users' challenges.
- Created UX content that is compliant with RBI regulations.
- Conducted user research to understand user behavior and make informed design decisions to meet business goals.

2023-06 -
2024-03

Senior UX Writer

Jar, Bengaluru

- Collaborated with the tech team to create a content system across nine vernacular languages to help users invest in digital gold.
- Conducted ethnographic research to understand the linguistic and cultural factors that influence app usage.

2022-11 -
2023-05

UX Writer II

Meesho, Bengaluru

- Enabled e-commerce suppliers to track their orders, update catalogues, and manage ads to gain profits.
- Leveraged UX content, which activated 15% of 50% of inactive suppliers to spend on ads, thus driving business goals.

2021-04 -
2022-10

UX Writer

Rupeek, Bengaluru

- Created a user-first content style guide, which mapped emotions to UX writing principles.
- Conducted user research and created a UX scorecard in order to keep track of and improve usability.

2017-07 -
2021-04

Senior Copywriter

Flipkart, Bengaluru

- Developed a content glossary for an automated content generation system across the app.

- Collaborated with the product, marketing, and tech teams to define the brand voice across categories.

Education

2015-08 -
2017-04

Master of Arts: English Studies

*The English And Foreign Languages University -
Hyderabad*

2012-06 -
2015-05

Bachelor of Arts: English Honours

Christ University - Bengaluru