

Kate Luce | UX Writer

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Over 10 years combined experience in UX writing, copy editing, and content strategy, working for companies including Apple and Google. Experience creating user-centric digital copy for global audiences under tight deadlines. Partner with design, research, engineering, and legal teams to align phrasing to objectives and unify design systems across products. Success creating style guides and standards adopted across teams.

Relevant Experience

UX Writer

09/2022 — Current

Google (contracted by Infobahn)

Write clear and engaging text in Figma for multiple Google projects and use cases simultaneously. Collaborate with designers, writers, engineers, and product managers to create and fine tune end-to-end product experiences and design flows for mobile and web. Present work and incorporate edits to align with changing requirements and cross-functional feedback. Craft language that addresses security for account users, including payment info, incorporating guidance from legal teams. Create accessible and inclusive content. Work with designers and product managers to reduce user friction and identify flow pain points. Create and maintain frameworks for content, linking mocks to code, and write descriptions for translators and engineers. Review mocks and answer writing questions for partners. Ensure consistent, user-friendly Google voice across products, and maintain playbook and style guides.

Copy Editor

07/2021 — 07/2022

Apple (contracted by Aquent)

Reviewed digital narratives on Apple's suite of hardware, software, and services, including Apple Pay and Wallet. Aligned content to Apple's standards for grammar, style, punctuation, and voice; revised copy to adhere to style guides and specific word usage. Edited time-sensitive New Product Introduction (NPI) copy after Apple Events, including WWDC, requiring speed and accuracy under pressure. Prepared content for accessibility, translation, and localization.

Copy Editor

01/2020 — 04/2021

Apple (contracted by Aquent)

Copy edited e-learning materials used to educate Apple Store employees on how to communicate product details to customers. Ideated ways to streamline the production process. Co-authored Inclusion & Diversity Style Guide adopted across Apple teams. Provided support to developers by editing HTML to prepare content for CMS.

Content Strategist

10/2019 — 12/2019

Google (contracted by Nelson)

Performed audit of customer-facing Google Ads Help Center content. Analyzed information architecture and provided feedback to create cohesive user journey. Tested Google Ads tool and revised UX microcopy for accuracy; revised online guides to align with updated UI functionality.

Copy Editor

06/2018 — 09/2019

Apple (contracted by Aquent)

Revised text for Apple Retail on products and services; ensured proper style, voice, and tone. Provided editorial feedback to writers and partner teams and received feedback from stakeholders. Maintained team style guide. Had cross-functional meetings with project managers, graphic designers, developers, videographers, and writers to publish content

Copy Editor 05/2015 — 05/2018
Up & Running Software
Edited marketing content and case studies related to software, cloud computing, and web analytics. Ensured consistency of writing from a global and remote team.

Copy Editor 06/2014 — 12/2016
Furquan Amanat - Platform Strategy & Operations, Akamai
Collaborated with San Francisco-based start-up advisor to formulate and edit FinTech communications and emails. Revised content grammar and tone, and performed developmental editing. Met with senior manager and discussed changes related to content.

Writing Assessment Reviewer 02/2013 — 06/2014
Pearson Education
Reviewed standardized educational assessments for inconsistencies, and scored English content related to analytical prompts and rubric. Assessed writing levels of students.

Program Specialist 06/2013 — 10/2013
CLEAResult, Inc
Screened written materials for errors; ensured consistency between electronic and hard copies. Adapted to continually shifting priorities and deadlines.

Content Designer 09/2012 — 12/2012
YWAM Amsterdam
Wrote and designed newsletter campaigns focused on international issues and human trafficking awareness.

Communications Manager 04/2012 — 08/2012
Create Justice Tour
Oversaw communications, wrote and designed newsletters, performed research, managed creative workflow, assigned tasks, collaborated with designers. Oversaw budget.

Writer/Designer 09/2011 — 03/2012
YWAM Herrnhut
Worked on magazine production and created graphic design visuals. Contributed writing to social justice magazine ATOM, focused on international development work in Europe.

Education

A Taste of UX Writing
UX Writing Hub

Grammar Lab, Copyediting I, Copyediting II
University of CA, San Diego

Intro to Copyediting
Media Bistro, New York, NY

B.Sc Sustainable Business/Environmental Studies
Aquinas College, Grand Rapids, MI

Technical Skills

Figma, Adobe Creative Suite, Basic Graphic Design, Chicago Manual of Style, AP Style, SEO, HTML, Asana, Workfront, Wordflow, Slack, ChatGPT, Gemini