



UX WRITER

ASHLEY FEUCHT

GET IN TOUCH

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ABOUT ME

I'm a UX writer who uses design thinking to enhance user experiences and increase engagement for digital products.

AREAS OF EXPERTISE

- UX writing
- UX strategy
- UX research
- Content design
- Usability testing
- Product marketing
- Technical writing

OTHER SKILLS

- Working with designers and developers to create clear solutions to complex problems
- Balancing intuition and best practices with a data-driven approach
- Translating complex concepts into clear, concise, and engaging copy
- Influencing and adapting to stakeholders and their feedback
- Managing multiple projects in a fast-paced environment

WORK EXPERIENCE

LEAD PRODUCT MARKETING SPECIALIST

Red Spark | Oct 2017 – Jun 2020

- Crafted UX copy for RTX Platform and Leadnomics
- Led qualitative and quantitative user research to uncover user needs
- Conducted competitive research to position new products and features
- Worked closely with stakeholders and developers to outline feature requirements
- QA tested new features and products
- Wrote support articles and technical documentation
- Developed data-driven communication tailored to targeted user segments
- Coordinated with the business development team to analyze usage and identify areas of opportunity

SENIOR TECHNICAL CONTENT MANAGER

50onRed | Oct 2015 – Oct 2017

- Crafted UX copy for RTX Platform, Pub Dash, and Tiller
- Customized support center design and organization
- Wrote support articles and technical documentation
- Wrote, designed, and built feature release emails
- A/B tested email copy and optimized based on results

COMMUNITY MANAGER

50onRed | Feb 2013 – Oct 2015

- Managed social media profiles
- Created blog content
- Answered customer support tickets
- Created user personas

EDUCATION

THE COLLEGE OF NEW JERSEY

Bachelor of Arts, Writing 2009