
UX WRITER | CONVERSATION DESIGNER

15+ years US and international experience creating compelling content for Google, Apple, Sony (Asia), Zee TV, and Newscorp (Disney). Recognized as the “Go To” storyteller for UX content strategy and copy direction of multiple large-impact projects. Experienced in writing, revising, sourcing and curating content for a range of optimizations and new features. Skilled in creating personas, wireframes, process maps, data models, interaction models, and other artifacts to describe the intended optimal user experience. Work collaboratively within multidisciplinary teams to create smart, relevant and socially connected experiences. Expert in: G Suite, MS Office, iWork, Balsamiq, Adobe XD, Paint.net, Proto I.O., Invision, Sketch, Whimsical, Justinmind, Wordpress, Useberry, Optimizely, Trello, Skitch, Evernote.

“Shilpi’s content for the Google Assistant is successful with the users (the audience that matters most). The content she has created reaches millions. Shilpi is a delight to work with!”

~ Emma Coats, Editorial Lead, Google Assistant Personality, Google

SELECT CAREER HIGHLIGHTS

- Collaborated with multiple internal teams at Google to develop and implement Google Assistant's conversational experience, content strategy, and overall “personality.”
- Wrote content, copy, and internal/external collateral for Apple Music, iTunes, and overall Apple UI. Specifically — content for 800+ albums, 1200+ playlists, 900+ Today's Stories, 600+ original content and 2300+ items for featured content.
- Led 35+ TV shows/series as creative director and co-writer.

CAREER EXPERIENCE

UX CONTENT STRATEGIST • EPIK SOLUTIONS • Pleasant Hill, CA • Jan 2020 – Present

- Working collaboratively with UX designers and web developers to plan, write, and test UX copy, chatbot copy, mobile applications, websites, internal tools and email copy for multi-phase projects.
- Developing voice solutions for AI driven experiences in chat and VUI.
- Writing easy-to-understand, emotionally engaging UI content, including for help, education & FAQs, that inspires consumer confidence and results in a delightful experience.

UX CONTENT STRATEGIST, PERSONALITY TEAM • GOOGLE • Mountain View, CA • Nov 2018 - Dec 2019

Leveraged extensive expertise in writing to take over unique creative projects for innovative platforms including Google’s AI-powered virtual assistant.

- Authored, edited, and reviewed editorial content, AI dialogues, user interaction, and character development for mobile apps and websites. Multitasked to work with departmental leadership, identify niche business needs, and develop style guides, content audits; and lead quality assurance and stress tests.
- Created detailed, comprehensive VUI design specifications in collaboration with Engineering. Defined and extended voice personae for new product areas. Designed speech-enabled interaction flows across a variety of usability contexts and device types.
- Applied a clear structure to all the content across websites through taxonomies. Described content assets through categories, topics and metadata and their relationships to each other by content tagging systems; and used content structures for ranking opportunities.

CONTENT WRITER • APPLE INC. • Cupertino, CA • Sep 2017 – Nov 2018

Utilized previous success with US and international studios, film, and entertainment industry leaders to author diverse content for multiple Apple platforms.

- Requested by Apple leadership to serve as Point of Contact (PoC) with 3rd party vendors, optimize vendor quality content, create a comprehensive style guide for mobile apps, and spearhead copy QA/QC.
- Improved consistency, conciseness, accuracy, and clarity across company branded content. Within a short time of tenure — requested to evaluate, train, and onboard new hires.

SCRIPT WRITER • ZEE TV • Remote, USA • Jul 12 – Aug 2017

Authored content for popular TV shows and Bollywood movies (broadcasts in 170+ countries; 1B+ viewers), serving as a script and creative consultant. Developed concepts, wrote scripts, and managed the creation of shows. Displayed content for overseas syndicate in the United States, South Africa, and Singapore markets.

COMMUNICATIONS CONSULTANT • MISSION TRADING CO. • Livermore, CA • Jul 2012 – Aug 2013

Collaborated with C-levels at Mission Trading Co. to write crowd-pleasing and informative speeches. Effectively managed corporate communications for all executives. Controlled PR, messaging, and succulently showcased company culture for all communications with the press and general public.

GROUP LEAD PROGRAMMING • STAR INDIA LTD/NEWSCORP • Mumbai, India • Nov 2008 – Nov 2010

Wrote screenplays and show dialogues. Developed strategic communication campaigns based on network values and vision; branding messages for target audiences. Led a team of 6 — creative feedback and edits on content. Experience working with voice talents and with coaching 'in context' for post production and dubbing purposes.

- Developed and led India's #1 ranked show; ranked #1 consecutively for 25 weeks. Won 25+ awards.
- Developed a soap opera; ranked #1 show for 8 consecutive years; averaged 5.4 TRP (equivalent to Nielsen ratings).
- Multitasked to oversee 3 prime-time shows, launched 2 shows; created a new time band for viewership.
- Supervised 350+ 30min episodes to secure Star Plus Network's top-ranking position. The network cornered 12% of the market share, of 500+ TV channels.

SENIOR EXECUTIVE PRODUCER • SONY PICTURES ASIA • Mumbai, India • Oct 2006 – Nov 2008

Led scripting and production of large cadre of youth and comedy TV series; collaborating with C-level executives on the positioning of the overall network as youth-centric. Refocused network goals on comedy channel statistics and successfully conceived, wrote, and launched most shows within 2 months.

- Provided creative supervision on a family sitcom; became the most watched show in India in its time slot. By 2020, the show remains top 5 across urban-rural demographics.
- Developed high-level and detailed storyboards to communicate voice interaction and design ideas. Created guidelines, reference artifacts, and resources for third-party developers to assist in voice writing and design.
- Supervised a host of TV and comedy series, including daily romantic thrillers, comedies, cultish youth television, and non-fiction stand-up.

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Additional excellent experience as **PROJECT LEAD – Television, Percept Picture Company, ASSOCIATE CREATIVE HEAD, Balaji Telefilms Ltd. and COMMUNICATIONS SPECIALIST for Reliance Industries.** *Details available upon request.*

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Science, Mass Communications (Distinction); University of Baroda, India *GPA: 4.0*

Bachelor of Arts, English and Sanskrit (Distinction); Allahabad University, Allahabad, India *GPA: 4.0*

Diploma in Multimedia (Distinction); Arena Multimedia, Baroda, India

Advanced Industry Coursework from California Institute of Arts & LinkedIn include:

UI/UX Design Specialization • Content Marketing • Videos • Photos • Social Media • Diversity • Branding • Youtube

AREAS OF EXPERTISE

Human Computer Interaction • Conversational Flows • Cohesive Product Narratives • Persona Designing • Conversational Flows • Prosody • Voice User Interfaces • Web & Voice Applications • Unified Voice • UX Simplification • UX Research • Qualitative Usability Testing • Dialog Flows & Design • NLU • NLP • Leadership • Intuitive Product Experiences • Cross-Functional Teams • Content Roadmaps • Product Strategy & Design • Content Scheduling

"Shilpi is a uniquely talented individual. As a writer, she is able to grasp complex ideas and turn them into word magic – no easy feat. Always keen to help others, she is both a team player and a leader. Any team would be lucky to have her."

~ Raj Chakraberti, Program Manager, Google