Luke Easterwood
Senior UX Content Designer
www.lukebot.gg
Oakland, CA

Professional Experience

Senior UX Content Designer - Google (Jan 2022 - Present)
- Lead content and UX sprints in a high-velocity product environment, delivering across multiple initiatives.
- Develop and implement content OKRs for multiple products, aligning team output to business outcomes.
- Craft and iterate on UI copy from ideation through leadership review, collaborating closely with UXD, UXR, PM & Eng.
- Present prototypes, content strategy proposals to leadership, securing approvals and accelerating release timelines.
- Build and maintain high-trust relationships with stakeholders and end users through active listening.
- Develop UXCS strategies for AI services like chatbots and agents, including review processes and rubrics.
- Mentor and provide guidance to cross-functional teammates and fellow UX content strategists + technical writers.

UX/UI Bootcamp Instructor - UC Berkeley Extension via edX (Mar 2021 - June 2025)
- Taught 250+ students in UX fundamentals, content strategy, and front-end development, preparing graduates for tech.
- Delivered live lectures and interactive workshops while overseeing 1–5 teaching assistants to ensure learning quality.
- Maintained a professional, supportive classroom environment that fostered a 95%+ student satisfaction rate (surveys).
- Developed and refined curriculum, lesson plans, and projects to strengthen student engagement and skill mastery.

Lead UX Content Strategist - Lyra Health (Mar 2021 - Sep 2021)
- Directed content strategy for mental healthcare products and services, ensuring clarity, empathy, and brand consistency.
- Collaborated cross-functionally with Product, Design, Clinical, and Marketing teams to deliver user-centered UX.
- Developed brand and product guidelines, improving cross-team alignment for future UX org success.
- Led hiring and onboarding for new UX Content Strategists.

Senior UX Content Strategist - Verily Life Sciences (2020 - 2021)
- Established best practices for Project Baseline, creating voice & tone guidelines adopted company-wide.
- Facilitated product personality workshops, enhancing cross-team cohesion.
- Led creation of content for IRB and IRG regulatory review.

Senior UX Writer - Google (2017 - 2020)
- Partnered with UXR on global research projects in India and Mexico. Wrote UI copy, developed content strat. for apps.
- Co-developed product writing & localization frameworks to improve international usability.
- Created press materials for Google I/O and a 99% Invisible podcast episode, improving media coverage accuracy.

UX & Content Writer - Helix (2016 - 2017)
- Wrote product detail pages and transactional emails, improving conversion rates and reducing cart abandonment.

UX Writer - Apple (2015 - 2016)
- Led UX content for Apple Music across iOS, MacOS, and iTunes, contributing to global product launch readiness.

Technical Writer - Amazon (2014 - 2015)
- Built a wiki-based engineer documentation portal, reducing onboarding time for developers.

Education

M.S. Human-Centered Design & Engineering - University of Washington **(2012 - 2014)**

B.A. Writing & Linguistics - Georgia Southern University **(2009 - 2012)**

Skills
UX Writing · Content Strategy · Information Architecture · Voice & Tone Guidelines · Accessibility Writing
UX Research Collaboration · Figma · Miro · HTML/CSS · Design Thinking · Agile/Scrum · Stakeholder
Management · Content Audits · Content Governance · Localization Strategy · SEO for UX · Microcopy