

# Jared Friedberg

Content Designer | UX Writer

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## About

I'm an experienced UX Writer and Content Designer who creates simple and engaging, customer focused digital products. I write with consistency and clarity, turning complex business needs into conversational copy and experiences that help users learn, shop, and explore.

## Work

### Sr. UX Writer (contract) | Apple

San Francisco (remote) | Jan 2024 - May 2025

- Created content strategy and led writing efforts for digital retail experiences and online purchase flows
- Adapted copy across global markets, identifying and solving for edge cases local to each country
- Built relationships with cross-functional partners to better manage priorities and align on design solutions
- Presented work contextually and confidently to senior executives and leadership for feedback and approvals

### Sr. Content Designer | Royal Bank of Canada

Toronto | Apr 2018 - Jan 2024

- Established content standards and guidelines to ensure copy and tone consistency across mobile app
- Led workshops and ideation sessions with a content-first approach to designing new self-serve tools
- Anticipated copy and user needs to get ahead of blockers and facilitate rapid iteration with design team
- Performed user research, leading 1-on-1 interviews, and turning quantitative data into useable insights

### UX Writer (contract) | Apple

San Francisco | Jan 2016 - Jan 2018

- Crated and optimized end-to-end copy for digital shopping experiences and self-serve tools
- Collaborated with other writers to define and align on copy standards across different experiences on apple.com
- Performed copy audits on existing products to identify gaps in content, and areas to improve the experience
- Worked side-by-side with developers to review builds in production, ensuring total copy accuracy on what goes live

### UX Writer | Critical Mass

Toronto | Sep 2014 - Jan 2016

- Participated in early ideations with art directors and interaction designers to brainstorm concepts
- Developed engaging copy and online experiences for clients including Nissan and Citibank

## Skills and Tools

- Proficient at using collaboration tools including Figma, Sketch, Slack, Miro, Quip, and Jira
- Establishing fun and meaningful working relationships to involve partners at every level
- Staying focused on the small details while keeping sight of the bigger picture

## Education

Humber College | 2008  
Advertising Copywriting Certificate

University of Western Ontario | 2007  
Bachelor of Arts Sociology