

Jared Friedberg

Sr. Content Designer | UX Writer

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About

I'm a Senior Content Designer and UX Writer with over 12 years of enterprise-level UX experience creating consumer products, specializing in Tech, Finance, and e-Commerce for globally recognized brands. I design with consistency and clarity, turning complex business needs into experiences that help users learn, shop, and explore.

Work

Sr. UX Writer | Apple (contractor via Magnit)

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
- Developed content foundation for AI-based LLM initiative including tone, length, wording, and accurate representation of information
- 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 | Apple (contractor via Critical Mass)

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 with collaboration and AI tools including Figma, Sketch, Slack, Miro, ChatGPT, Gemini, Claude
- 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