

# Jared Friedberg

## Senior Content Designer | UX Writer

Toronto / Remote  
647.832.2162  
JaredFriedberg.com  
jaredfriedberg1@gmail.com

Over 10 years of enterprise-level UX experience creating scalable **Digital Shopping Experiences** and **Consumer Finance Tools**. I view content through a design system lens, see relationships as the most valuable learning tool, and bring a genuine enthusiasm for making simple products people want to use.

## Work

### Apple

Senior UX Writer | Contract

Remote | Jan 2024 - May 2025

- Launched Vision Pro purchase flow, introducing new product category to 9 new countries while overseeing localization processes, and ensuring end-to-end copy and experience consistency across multiple languages.
- Defined content strategy for in-store digital shopping experience supporting the launch of the latest Apple Watch lineup in over 500 Apple stores worldwide, helping customers learn about product features to determine which model is right for them, enabling them to complete their purchase on the spot.
- Proposed and implemented changes to existing handoff and review processes, setting up developers and product with clearer documentation and guidance to implement content updates more efficiently.

### Royal Bank of Canada

Senior Content Designer | Full-time

Toronto | Apr 2018 - Jan 2024

- Facilitated 1-on-1 research sessions with bank advisors to design new account opening tool, reducing time spent opening new accounts in-branch from 45 minutes down to 10, while leveraging a shared platform to enable self-serve account open capabilities for new clients into Online Banking and the Mobile app.
- Established multi-currency content systems to support the migration of 780,000 new clients and 6 currencies from HSBC, updating capabilities for existing clients while ensuring a seamless transition for new ones.
- Led content-first design for Credit Limit Increase tool, simplifying a multi-day process down to 3 self-serve steps, eliminating the need for advisor assistance, with \$80M in projected savings and revenue over 5 years.

### Apple

UX Writer | Contract

San Francisco | Jan 2016 - Jan 2018

- Created foundational copy systems for Online Self Serve, supporting all orders placed through the Online Store, bringing new capabilities for customers to edit, cancel, and track their items at each stage of their order.
- Launched iPhone Upgrade Program directly in purchase flow as a seamless financing option, creating a net new revenue stream and increasing customer retention within the iPhone ecosystem.
- Audited and updated in-store pickup messaging for online orders, setting customer expectations clearly to reduce time spent waiting, creating a more predictable flow of customers during high traffic product launches.

### Critical Mass

UX Writer | Full-time

Toronto | Sep 2014 - Jan 2016

- Provided creative direction and copy guidance for team of interns participating in agency wide competition to create an app that improves the lives of urban commuters, leading to first place and full app development.
- Implemented accessibility improvements and guidelines for Citibank's loyalty program sites, with a focus on clear error states and guidance, achieving a WCAG level AA compliance.

## Skills and Tools

- Creating and iterating content directly into design tools including Figma, Sketch, and InDesign for better collaboration.
- Using product tools like JIRA, Miro, and Confluence to build cross-functional relationships.
- Contributing to research planning, survey analysis, and moderated sessions to learn and leverage user insights.

## Education

Humber College | 2008  
Advertising Copywriting Certificate

University of Western Ontario | 2007  
Bachelor of Arts Sociology