

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, translating 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

- Updated and adapted digital shopping experience for Apple Vision Pro to launch into new markets
- Presented user flows and design thinking confidently to senior executives and leadership
- Anticipated copy needs to work efficiently through rapid iterations with design team
- Built relationships with cross-functional partners to manage competing priorities and align on solutions

Sr. Content Designer | Royal Bank of Canada

Toronto | Apr 2018 - Jan 2024

- Lead content design on credit card and banking applications in online banking and mobile app
- Adopted and employed agile methodologies to establish new ways of working
- Designed advisor-facing tools to consolidate multiple systems into one efficient platform
- Shared working knowledge of best practices to new teams as design department scaled up

UX Writer (contract) | Apple

San Francisco | Jan 2016 - Jan 2018

- Crafted and optimized end-to-end copy for digital shopping experiences, confidential product launches, and self-serve tools
- Partnered with stakeholders to integrate strategy, business needs, and feedback throughout the design process
- Defined user experiences with the right balance of tone, information, and guidance
- Led creative reviews with directors and partners, refining until the copy worked perfectly

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

- Utilizing 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