

ALMER HE

EXPERIENCE

UX Writer

Freelance | San Francisco, CA | March 2020 - Current

- Onboarding flow, transaction, deliverables, UX design, copywriting, A/B testing
- User research, content style guides, persona
- Website landing page, IA, filter, notifications, errors, empty states, etc.
- Start-up, SaaS

Associate

Amazon Books | Walnut Creek, CA | July 2021 - January 2022

- customer service/sales/book reviews/merchandising

Contributing Writer

Eatnom | NYC, NY | July 2021 - October 2021

- Writing, editing, and researching about food, restaurants, and culture for the website.

Teaching Assistant

CCA | San Francisco, California | January 2020 - May 2021

- Teach undergraduate English, writing, and literature courses.
- Class design, lead discussion, grouping, host workshop, coaching

Writing Coach

CCA | San Francisco, California | October 2019 - May 2020

- Coaching undergraduates/graduates on art critics, design projects, scripts, essays, etc.
- Proofreading & Editing
- Brainstorming, offering customized ideas.

Content Designer

Freelance | Shenzhen, China | April 2017 - August 2019

UX writing & design for small business websites and Wechat mini programs.

Content Strategist

CAMELLIA | Beijing, China | July 2018 - July 2019

- Drafted lifestyle content following brand voice

AWARDS

Travelers' Tales Fifteenth Annual Solas Awards For Best Travel Writing

CONTACT

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🌐 <https://www.almerhe.com>

CERTIFICATIONS

- **UX Writing Fundamentals** - UX Content Collective
- **UX Design** - Google
- **UX Writing Bootcamp**- UX Writing Hub
- **Viral Marketing** - The Wharton School
- **Behavioral Finance** - Duke University

SKILLS

- **Writing:** editing/screenwriting /copywriting/AP style/critiques
- **Design:** persona/conversation design/wireframing/design thinking
- **Technical:** Figma/Usability testing/SEO/User research/A/B testing/Adobe XD/Slack /Miro/Asana/Notion
- **Soft:** problem solving/time management/empathy /communications

EDUCATION

Master of Fine Arts

Creative Writing & Film
California College of The Arts
May 2021

English And Creative Writing

University of Iowa
December 2018

Bachelor of Medicine

Clinical Medicine
Sun Yat-sen University (SYSU),
Guangzhou
June 2018