

CHRIS FALKOWSKI

(he/him)

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cfalkowski.com

UX Writer, Thoropass

October 2022 - Present

- Collaborate with designers and product managers to write all UX copy for Series C compliance tech platform
- Work hand-in-hand with UX research to deliver user-centered, data-backed, conversational design
- Create user-friendly style guidelines and collaborate with 8 compliance SMEs to produce content for our experience
- Redesign help desk information architecture, article templates, and style guide to improve self-help conversion

Senior Product Design Manager (Content), Celsius

December 2021 - September 2022

Content Designer UX/UI, Celsius

June 2021 - November 2021

- Responsible for all UX copy across web and mobile platform for fintech product with 1m+ users
- Wrote UX strings for Celsius's primary products: loans, purchases, trading, and self-custody solution
- Hired and managed team of two UX writers to deliver content for 10 cross-functional product teams
- Work intimately with legal and compliance to maintain our product in a shifting regulatory environment
- Researched, ideated, and wrote copy for loan origination product, increasing conversion from 12% to 21%

Content Strategist (Contract), City Innovate

October 2020 - May 2021

- Produced and maintained documentation including user guides, knowledge base articles, and UI copy
- Designed information architecture and other "invisible" structures for knowledge base and website

Copyeditor/Writer (Contract), The Rise Journey

July 2020 - May 2021

- Worked with client's roster of authors on blog content, from brainstorming to drafts to published content
- Responsible for editing and layout (InDesign) for customer assessments, the company's primary product

Global IT Operations Manager, Great Bowery

December 2018 - April 2020

IT Manager, Great Bowery

April 2017 - November 2018

- Owned end-to-end IT user experience for 250+ employees based in USA, UK, Germany, and Australia
- Problem solver for any and all technical support: laptops, desktops, tablets, VOIP phone systems, printers, Windows AD, O365 and Google Admin Suite, servicing all of iOS/Android/MacOS/PC

Customer Success Specialist, General Assembly

November 2015 - March 2017

- Advised potential clients on technical training programs; exceeded 2016 revenue goal with \$1.3 million in sales

Store Manager, Dunkin Donuts

2013 - 2015

- Managed day-to-day operations of store with 30+ employees, with 12,000 customers and \$75,000 in sales per month

EDUCATION

BA: Psychology and English

Rutgers, the State University of New Jersey

Front-End Web Development (HTML/CSS, JavaScript, UX/UI)

General Assembly

Data Analytics (Excel, SQL, Tableau)

General Assembly