

Kara Capozzi

Content Designer

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Summary

I am a Content Designer with a passion for fintech and AI. With a background in multilingual instruction, I excel at crafting user-centered copy by blending research and design principles.

Education

- 2019 — **Product Bootcamp** General Assembly
- 2020 — End-to-End Full-Stack Development and UX Design
- 2015 — **MSc in Education** D'Youville University
- 2016 — Teaching English to Speakers of Other Languages
- 2011 — **BSc in Education** SUNY Fredonia
- 2015 — Elementary Education, Mathematics Educaiton

Certification

Google UX Design Professional Certificate

Foundations in UX

Teaching English to Speakers of Other Languages

Professional Certificate

Skills

UX Writing · Content Design · Content Strategy ·
Microcopy · UX Research · Accessibility · Voice and Tone ·
Artificial Intelligence · Invision · Balsamiq · Figma

Experience

- 2023 — **Content Designer**
Beautiful Destinations
- Explored user research, design thinking, and data to craft seamless microcopy, strengthen voice and tone, and enhance user experiences through integration of multilingual theories and AI-driven approaches.
- 2023 — **Content Lead**
Stanford University Social Innovation Center
- Authored a brand style guide to elevate instructional content.
- 2018 — **Research Content Writer / Designer**
2022 — Google
- Enhanced the GCP Research Credits program, resulting in over \$100 million in grants through the design of user-friendly microcopy and iterative improvements.
- Utilized data analysis and UX strategies to expand content across 50+ countries, increasing research credit consumption by 15%.
- Crafted engaging content with a 70% click-through rate and produced instructional materials for the COVID-19 research program.
- Collaborated with cross-functional teams to simplify technical content through strategic communication techniques.
- 2010 — **English as a Second Language Teacher**
2017 — Buffalo Public Schools
- Helped foster language acquisition and cross-cultural learning in a diverse educational environment with students from 72 different language backgrounds.