

Emmabel Tami Orendain

et.orendain@gmail.com | 714.757.8005 | pinterest.emmabeltami.com

Content designer with 3+ years creating clear, engaging user experiences, improving product accessibility, and establishing content consistency.

PROFESSIONAL EXPERIENCE

ARTICULATE

Senior Content Writer

July 2023-Present

Content Writer

February 2020-July 2023

- Designed over 100 content projects that make Articulate tools more useful for customers, including in-product education, UI language, product templates, and how-to guides.
- Helped lead the creation of a company-wide style guide, defining and maintaining the consistency of the Articulate voice throughout the organization.
- Act as go-to expert for content, interfacing with customers, alpha testing products, and highlighting customer needs and wants during development meetings.
- Leads strategy in collaboration with design and engineering teams to create effective customer experiences within products.
- Ensure content accessibility according to the Web Content Accessibility Guidelines.

CHOC CHILDREN'S FOUNDATION

Assistant Director, Communications

June 2018-February 2020

- Designed content for online and offline materials that helped people get involved with the foundation, such as website copy, how-to guides, scripts, and social media posts.
- Helped develop a foundation-wide style guide, unifying voice and style across teams.
- Created and edited materials that received over \$7 million in philanthropic support.

MEALS ON WHEELS, ORANGE COUNTY

Development Coordinator

September 2017-May 2018

- Designed content for online and offline materials, conducting research and interviews to produce content like printed newsletters, event programs, and email newsletters.
- Created and maintained Meals on Wheels OC's social media strategy, including writing copy, creating assets, and developing a content calendar.

EDUCATION

THE WORLD WIDE WEB CONSORTIUM

WAI0.1x: Introduction to Web Accessibility, Certificate

2023

CHAPMAN UNIVERSITY

Master of Arts, English

2015-2016

Bachelor of Arts, English Literature

2011-2015

ADDITIONAL INFORMATION

- Technical Skills: Figma, Miro, AP Style and other guides, Writing and designing for web accessibility, Google Suite, Microsoft Office, ChatGPT
- Recent Freelance and Volunteer Experience:
 - Review Writer, Bookpage (April 2020-Present)
 - Anti-Racism Task Force Member, Presbytery of the Pacific (April 2021-Sept. 2022)

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Dear Pinterest Hiring Team,

As a content designer with over 3 years of design experience, I'm excited to apply for your open Senior Content Designer position.

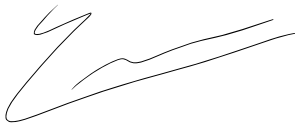
Though most of my professional titles have focused on writing and communications, these roles have always required me to consider words in their wider context—from unifying brand narratives for nonprofits to designing content for web apps. My diverse experience gives me a unique perspective on creating content that drives people to action, whether that be to donate, participate, or engage with a product. At all roles, including my current position at Articulate, designing content has required me to know how to shape the user experience so that it stays relevant and meaningful.

For example, Articulate's new emphasis on their Articulate 360 web app meant that in-app content had to pivot too. As our team brainstormed ways to reach a wider group of enterprise customers, I thought back to recent interviews, where users expressed a desire for fully-fleshed, specific content rather than generalized, individual content. I suggested we shift our strategy to campaigns made of multiple, varied pieces of content focusing on culturally relevant topics that users strive to target, but may not have the resources to handle alone. We built on my idea, creating our first campaign around Mental Health Awareness Month, and from there we developed content for multiple cultural touch points like Black History Month and Disability Pride Month. These pieces continue to be some of the most popular downloads in the app, and today, content campaigns have grown into a cross-functional effort led by me and my team.

I've been designing content for many years, and I'd be honored to take on an official content design role at Pinterest. I've actually been using Pinterest for years—to make mood boards for my novels-in-progress, find creative themes for parties, and, most recently, save ideas for my wedding. Now, I have boards I used for my actual wedding alongside my old “wedding inspo” board I started in high school. My aesthetic has definitely changed, but my reliance on Pinterest to inspire and share ideas hasn't.

I'd love to chat more about how we can work together, and in the meantime, please feel free to explore my portfolio at pinterest.emmabeltami.com. Thank you for your consideration.

Best,



Tami Orendain