

# Daniele Nole

## Content Designer / UX Writer

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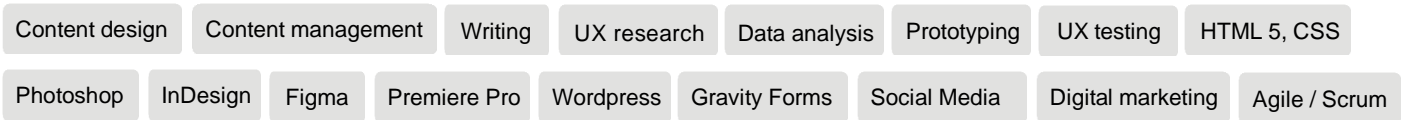
📍 London, UK

🌐 [www.danielenole.com](http://www.danielenole.com)

### PROFILE

I create content for websites and apps that is useful and user-focused. I have experience working in multidisciplinary teams and on large digital transformation projects.

### SKILLS



### WORK EXPERIENCE

#### DIGITAL CONTENT DESIGNER – University of the Arts London (UAL)

January 2018 – Present / London, UK

- Creating copy, microcopy and visual content for the UAL Website, Intranet, myUAL app and social media, in line with our tone of voice, branding guidelines and accessibility requirements.
- Researching, prototyping and testing content and new features using a variety of UX practices and working closely with UX researchers and other designers.
- Improved the intranet by researching, designing and testing new content sections, landing pages, IA and interactive features, which resulted in 68% user satisfaction. I am the main point of contact with our service provider.
- Implemented an Instagram content strategy that resulted in 489% increase in followers in 2 years and the account ranking 6<sup>th</sup> in the UK among competitors.
- Collaborated closely with Development and UX teams on large digital transformation projects: migration to new CMS, website redesign, design system, social media and microsites rationalization.
- Helped the team solve 300+ support tickets in under 3 months due to increase in requests since the coronavirus outbreak.
- Trained 100+ new editors on our tone of voice, best content practices and using our content management. I also regularly share expertise in design sessions with the wider organisation.

#### SOCIAL MEDIA COORDINATOR – UAL Postgrad Community

November 2017 – December 2017 / London, UK

- Created a content strategy to promote the Postgraduate Shows 2017 which resulted in an 40% increase in reach.
- Writing posts, editorial selection of content, shooting and editing of pictures and short videos.

#### DIGITAL INTERN – Hotel Elephant Workspace Ltd

June 2017 – August 2017 / London, UK

- Implemented a content strategy across website, blog, search engines, email and social media which resulted in a 70% increase of online bookings and enquiries (main KPI).
- SEO and UX optimization of the website, which ranked 3 positions higher in Google search results.
- Writing copy and microcopy across all channels, customer interviews and shooting of pictures.

#### CONTENT EDITOR – Video-Systems Broadcast

September 2011 – May 2017 (Part-time and remote) / Potenza, IT

- Writing and editing copy for websites and printed materials.
- Localisation of content and translation of copy into English, French and German.

### EDUCATION

#### MA MEDIA AND COMMUNICATIONS (A+)

University of the Arts London, 2016-2018

#### BA CULTURAL MEDIATION (A+)

University of Naples, 2011-2015

#### MEDIA STUDIES / Erasmus+ Programme

Freie Universität Berlin, 2014

### QUALIFICATIONS

#### User Experience (UX) Design

University of the Arts London, 2020

#### Coding - HTML, CSS and JavaScript

University of the Arts London, 2019

#### SEO Advanced

Organic, 2019

#### Web Accessibility

Digital Accessibility Centre, 2019

#### Advanced Google Analytics

Google, 2018

#### Advanced Social Media Strategy

Chartered Institute of Marketing, 2018

#### Online Marketing Fundamentals

Google & IAB Europe, 2018

#### Graphic & Editorial Design

NAD School, 2013