Alysa Yamada

Senior UX Writer and Team Lead

MY TOOLKIT

- Figma
- Adobe XD
- Sketch
- Miro
- Balsamiq
- Invision

PERSONAL PROJECTS

Czech Deck

I created an illustrated deck of playing cards revealing Czech hotspots, fun facts, phrases, and more.

Paint & Vino

I host group painting workshops for creatives in Prague.

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🌐 alysayamada.com

ABOUT ME

Focused on writing strategic, clear, and human online content. My job is to make sure anyone can understand your product and have a seamless experience across your apps, websites, and platforms. From Hawaii, USA and now based in Prague, CZ.

EXPERIENCE

Senior UX Writer & Team Lead 2020 – Current

@Avast Software

Improving the user experience across our products that are trusted by 40 million people worldwide. I work crossfunctionally between stakeholders while supporting my own growing team of UX writers.

Senior UX Writer 2019 – 2020

@ESET

As the first UX writer at this company, I've established a UX writing and design collaboration process by creating a UX writing style guide and reusable copy/design components while improving the microcopy and user experience across their products.

Freelance Copywriter & UX Writer 2015 – Current

@Global + Fiverr

Writing for different startups, lone CEOs, and global corporations helped me to craft copy for a range of industries, tones, and voices while collaborating with everyone needed to put forth an exceptional experience.

Certified English Teacher 2014 – 2018

@Czechia

Getting a firm grip on the English language to be able to teach it as a foreign language within schools and various companies in Czechia.

BA in Psychology & Criminology 2010 – 2013

@Chaminade University of Honolulu
@Portland State University

Diving into the behavioral sciences allowed me to explore this career path, understand and predict thinking patterns / social behavior, and use it as a foundation for my UX journey.

SKILLS

✓ UX writing ✓ UX/UI design principles ✓ UX research

✓ Cross-collaboration ✓ Copywriting ✓ Teaching/Mentoring

Alysa