

# RONKE OGUNBAYO

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## LEAD CONTENT DESIGNER

Words matter—and how we use them matters, too! That’s why I enjoy using data, care, and the highest Design standards to create world class product experiences. I have an exceptional history of creating scalable content solutions and standards that help to simplify complex systems and concepts for teams and users. I’m great at managing expectations, advocating for users, and ensuring positive outcomes in detailed, fast-paced environments. Core competencies include:

UX Standards | Information Architecture | Analytical | Content Strategy | End-to-End Design | Conversation Design | Human-centered Design | User Research | Cross-functional Leadership | Figma | MS Office Suite | Mentoring |

## EXPERIENCE

**Amazon, Oakland, CA**

**October 2023 - Present**

### UX Writer III

Content lead for Amazon Health, creating and scaling content standards across the health store ecosystem.

- Uses expertise, data, and judgment to inform decisions and design long-term solutions with limited guidance.
- Influences products, decisions, and goals across multiple teams to help meet users’ needs and business requirements.
- Redesigned landing page with product team, leading to **(1)** 13% reduction in medical subscription cancellations, **(2)** 11% increase in membership purchases, **(3)** 17% increase in medical subscription purchases.
- Created UX content guidelines and dictionary to help drive writing best practices and improve efficiencies across Health org.
- Created content guidelines, strategy, and guardrails for Health AI assistant.
- Collaborates with UX Design, Product Managers, Engineers, Marketing, Communications to help users discover, buy, and enroll in new health products and services.
- Gives feedback and direction in cross-product content and design reviews to help improve experiences.

**Meta, Menlo Park, CA**

**August 2020 - June 2023**

### Senior Content Designer

Used ecosystem-thinking to lead content design for my teams, creating 0-1 products that cut across product silos.

- Co-designed patented norm-setting experience that led to 51% of harmful comments being removed by Instagram users.
- Collaborated with product teams to develop a new enforcement transparency experience that helped over 3MM users recover their Instagram accounts.
- Co-designed an improved profile reporting experience that led to an 83% completion rate, and saved 80K operational hours for Instagram’s review teams.
- Created company-wide content style guide to educate and facilitate consistency in language for product groups.
- Collaborated with UX Design, Product Managers, Engineers, Marketing, Accessibility, Communications, and Content Strategists to iterate UI and UX copy.
- Gave feedback and direction in cross-product content and design reviews to help improve experiences.
- Defined and drove content strategy for teens, digital illiteracy, reporting, and enforcement experiences across Instagram and Facebook.
- Mentored peers and junior Content Designers to help improve their work and advance career growth.

**Metlife**, New York, NY

**July 2015 – February 2020**

**Senior Copywriter & Content Strategist**, July 2017 - February 2020

Promoted to senior copywriter, role expanded to include content strategy and AI script writing. Provide copy editing and creative direction to internal and external content creators.

- Collaborated with cross-functional teams, increasing organic social impressions from 1M views to over 2.2M within 1 year, with a 37% engagement rate increase.
- Partnered with UX design, content strategy, internal stakeholders, visual design, legal, and compliance department, designing and updating new global website, positioning MetLife as a thought leader, giving customers tools and resources to achieve their goals.
- Decreased customer complaints and frustration by writing and editing AI scripts for chatbots, AI assistants, and smart speakers, helping facilitate a full end-to-end user experience journey.
- Iteratively refined AI scripts and content by implementing feedback from customer care, experience design teams and internal stakeholders about customer pain points and opportunities.
- Generated leads for agents, increasing click-through rates and employee benefits enrollment by partnering with advertising and employee benefits partners; developed global and local content that resonated with target audiences.
- Delivered fresh, engaging content by proactively tracking media and cultural trends.
- Collaborated with HR and Communications teams to amplify employee voice and company culture through long-form articles, boosting recruitment and thought leadership.

**Copywriter**, July 2015 - July 2017

Hired as a 1-month social writer and role rapidly expanded to include writing, advertising, creative, and global web copy. Created editorial, social media calendar with proactive and timely content for global partners and local agents.

- Increased organic LinkedIn impressions to 109K per post, with 1.2% engagement rate, by collaborating with SEO and brand design teams.
- Increased organic Facebook impressions from 17K to 25.9K and Twitter engagement to over 8% by creating relevant content alongside internal stakeholders, agents, and content development teams.
- Boosted company blog views from 1,297 to 16,841 within 1 year by collaborating with SEO, content strategy, and email marketing teams to develop user-focused content.
- Increased leads for agents by creating copy for targeted web ads and digital displays.
- Kept global and local content on brand by proofreading and editing content created by colleagues, business partners, and agencies.
- Delivered useful and fresh content to customers by repurposing, pitching, and authoring articles for blogs.

**Women's Enews**, New York, NY

**June 2014 - July 2015**

**Marketing Associate & Copywriter**

Hired as an intern and promoted to marketing associate within 5 months, working on publishing, content creation, analytics, and campaign awareness.

- Increased newsletter subscribers 6% within an 8-month period by developing click-worthy emails for target audiences with site editor.
- Supported fundraising efforts by creating content and copy for campaigns and events.
- Boosted click-through rates to website 11% by developing engaging social media copy.

**Municipal Arts Society**, New York, NY  
**Communications Consultant**

**August 2013 - December 2013**

Worked on a campaign to scale membership and donations. Performed audience analysis, identifying potential target audience for campaign.

- Amplified campaign by identifying key industry influencers.
- Gathered vital insights from research, developing core message and media recommendations.
- Met membership and donation goals by researching and developing custom social media best practices.

### **EDUCATION**

**Master of Science (MS), Strategic Communications**, Columbia University, New York, NY  
**Bachelor of Arts (BA), Advertising**, University of Bridgeport, Bridgeport, CT, Magna cum laude

### **AWARDS**

Recipient, Mass Communications Award, recognition for academic and extracurricular achievements.

### **INTERESTS**

- Mentoring junior Content Designers at Bridge Builders.
- Volunteering and donating during holiday seasons.
- Supporter of FAIR Girls, Inc., Feeding America, and Action Against Hunger.