

Esther Johnson

UX Writer & Content Designer

helloestherjohnson@gmail.com · [LinkedIn](#) · [Portfolio](#)

UX Writer with 4+ years crafting product copy for fintech, digital wallets, and B2B/B2C platforms. Experienced in tone of voice development, content systems, and writing for AI-augmented interfaces. I turn complex, high-stakes flows into clear, human language at scale, and support localization across 20+ languages.

EXPERIENCE

Xsolla · Berlin, Germany · 2024 – Present

UX Writer — Xsolla Wallet & Money Account (Full-Time)

- Craft and optimise microcopy for B2C and B2B products, simplifying complex financial workflows into intuitive, accessible, action-oriented content
- Contributed to the development of the B2C tone of voice in collaboration with cross-functional writers, establishing a consistent brand voice that has streamlined content creation and measurably improved UX across products and teams
- Partner with localization teams to translate product copy into 20+ languages, reviewing and cross-reviewing translations with native translators to ensure country-specific terminology, tone accuracy, and cultural appropriateness
- Maintain tone of voice standards and content guidelines across multiple products, ensuring consistency from onboarding through to transactional flows
- Drive feature discoverability and comprehension through strategic information architecture, reducing friction in high-stakes financial interactions
- Collaborate with product managers, UX researchers, designers, and engineers to define content requirements, integrating AI-assisted content workflows to accelerate iteration and quality
- Translate user research insights and business goals into clear interface copy and product messaging; present content-driven findings in workshops and stakeholder sessions
- Support research activities including usability testing, interviews, and surveys, incorporating user pain points into content iterations
- Leverage AI tools to generate and iterate on interface copy, applying UX writing guidelines and cross-functional validation to ensure outputs meet quality, tone, and accessibility standards before shipping

Payday · Delaware, United States · 2023

UX Designer & Writer (Full-Time)

- Core contributor to the Version 3.0 redesign, a product pivot that drove over 700,000 new users within five months, directly attributable to improved onboarding copy and interface clarity
- Crafted mobile app copy to guide users through core product flows, reducing drop-off at critical conversion points
- Designed user-friendly interfaces for web and mobile, collaborating with developers to ensure copy and design met both usability and technical requirements
- Conducted user research and usability testing to gather insights, feeding findings directly into content and design decisions

Hetikal · Lagos, Nigeria · 2023

UX Writer (Contract)

- Developed clear, concise, user-centric copy for web and mobile apps, ensuring content aligned with design patterns and user mental models
- Crafted microcopy, tooltips, error messages, and CTAs that reduced user confusion and improved task completion across digital interfaces

Mediapanache · Lagos, Nigeria · 2022 – 2023

Content Strategist (Full-Time)

- Developed, edited, and optimised content across multiple channels, maintaining consistency in messaging and brand identity
- Owned the content calendar, ensuring consistent online presence and timely delivery of campaigns aligned to business objectives
- Produced PR campaign materials, press releases, blog posts, and media kits communicating key messages to target audiences
- Used data-driven research and user insights to continuously optimise content performance

SKILLS & TOOLS

Core Skills

UX Writing · Microcopy & Error Messaging · Content Strategy · Tone of Voice Development · Information Architecture · UX Research · Localisation & Translation Review · AI-Assisted Content Workflows · Enhanced workflow with AI

Tools

Figma · FigJam · Jira · Linear · Miro · Notion · Google Workspace · Localisation/TMS tools · Claude / ChatGPT (content iteration & review)

CERTIFICATIONS

- Google UX Design Certificate | Google, 2022
- Visual Elements of User Interface Design | California Institute of the Arts, 2022
- UX Writing | Uxcel, 2023
- Enhancing UX Workflow with AI | 2025

EDUCATION

Yaba College of Technology | HND, Hospitality Management