

VIKRAM P. JOGGLEKAR

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about

Austin-based UX specialist combining 12 years of user experience (UX), marketing, and advertising writing with proven people and project-management skills

relevant work experience

PEOPLE MANAGEMENT

UX & Technical-Writing Manager | Dell Technologies | October 2021–July 2023 | Round Rock, TX

- Managed, provided writing guidance, and allocated workflow for 14 UX writers and two technical writers spread across the US, India, and Brazil. The team was composed of 10 full-time employees, five contractors, and one intern
- Other responsibilities: I conducted yearly performance reviews and interviews, decided how salary increases and bonuses were distributed among team members, stack-ranked team members as necessary during impending workforce reductions, vetted third-party software like Grammarly and Ditto for purchase and use by the team, and drafted budgets for review by our organization's director
- Anonymous company-wide polling conducted in May 2022 revealed that 89% of my team (8 out of 9 full-time direct reports) felt I "demonstrated care about their well-being both professionally and personally." In May 2023, that number grew to 100% (10 out of 10 full-time direct reports)

UX WRITING

Principal UX Writer | Dell Technologies | July 2023–Present | Round Rock, TX

- My primary responsibility is working with writers from other teams to consolidate the company's various writing style guides, remedy discrepancies, and launch a single consolidated writing rulebook in February 2024

Senior UX Writer | Dell Technologies | November 2019–October 2021 | Round Rock, TX

- Introduce and implement UX-writing best practices throughout the Dell Digital Design organization
- Build relationships with Marketing, SEO, Legal, and Analytics so that all Dell.com computer descriptions are highly differentiated, optimized for search engines, on-brand, legally compliant, rigorously tested, and continuously iterated upon, thus simplifying decision-making for customers

UX Writer | Verizon | October 2018–November 2019 | Basking Ridge, NJ

- Created and maintained a copy system for designers and coders to easily access standardized, on-brand microcopy for placement into wireframes and prototypes
- Collaborated with UI visual designers, UX interaction designers, front-end developers (Android, iOS, and web), and user researchers to identify and solve usability issues through design sprints, wireframing, prototyping, and user testing
- Drafted simple and clear user-interface copy (eg, onboarding flows, landing pages, calls-to-action, error messages, tooltips, emails) for the Fios website, and Fios TV and My Fios mobile apps

WEB-MARKETING COPYWRITING

Lead Digital & Marketing Copywriter | Synapse Group | January 2014–October 2018 | Stamford, CT

- Drafted proto-personas and oversaw writing and content strategy for the launch of 4YourHealth.com (a Synapse-owned telemedicine start-up) in September 2018
- Developed and maintained a company-wide Writing Style Guide for grammar, spelling, punctuation, and syntax to establish a consistent tone and voice across all business channels

To view my work experience in greater detail, please visit www.linkedin.com/in/vikjoglekar.

expertise

People management | Project management | Usability testing | UX writing for desktop, mobile, and voice-command

software

Canva | Contentsquare | Figma | InDesign | Miro | Photoshop | Sketch | UserTesting.com

certifications

[Canva Essential Training](#) | [Coding for Designers](#) | [Figma Essential Training](#) | [Introducing Sketch for UX & UI](#) | [UX for Web Forms](#) | [UX Foundations: Content Strategy](#) | [UX Fundamentals](#) | [Writing for Web & Mobile](#)

education

University of Connecticut, BS in Marketing | Hofstra University, JD in Law