

ELISSA GONZALEZ

Content Designer & Writer

I transform complex, high-stakes domains into clear, actionable user experiences. My goal is to create experiences that feel trustworthy and transparent, and I combine content strategy, experimentation, and localization-aware design to do so.

CONTACT ME :)

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 elissagonack.com

SOMEWHAT EDUCATED

UX Writing Training

UX Writing Hub
June – Dec 2022

Copywriting Certificate

Miami Ad School
April 2017 – Jan 2019

Bachelor in Psychology

Suffolk University
Sept 2012 – June 2015

PRETTY DARN FLUENT

Native in **English & Spanish**

Speak boulangerie **French**

Speak Döner Kebab **German**

QUITE EXPERIENCED

Content Designer | Aviv Group

May 2023 – present

- * Planning, executing, and owning a unified content strategy across Germany and France for web and app through a design system, UX glossary, and workshops
- * Owning content quality and usability at scale through annual content audits, reducing friction and content debt with prioritized Jira initiatives
- * Driving UX content solutions to directly impact user outcomes together with Product, Design, Research, Localization, Support, and Legal to shape UX where language directly impacts user outcomes
- * Writing clear, human, high-stakes UX copy for complex domains (real estate), balancing clarity with business and regulatory constraints

Content Designer | Drops Language Learning

February 2022 – May 2023

- * Led end-to-end content design strategy across product, marketing, and localization as the company's first and only writer
- * Built UX writing guidelines, templates, and processes to standardize quality across teams
- * Designed and launched new, user-centered features, leveraging A/B and usability testing to validate decisions
- * Briefed and managed 50+ translators, ensuring clarity, cultural appropriateness, and character-limit optimization

Copywriter | Scholz & Friends

April 2019 – February 2022

- * Wrote 360° campaigns across three languages, shaping tone for multiple cultural markets
- * Led cross-channel rebranding strategy and messaging
- * Became lead pitch presenter, aligning creative concepts to client objectives and user motivations