

AMY GURKA

PRODUCT CONTENT STRATEGIST

HELLO

I'm Amy, and I love making products that people love.

As a cross-functional team lead, I partner with product owners, designers, data scientists, and engineers to set a vision, define strategies, and ship products that are easy to use.

My focus is getting the right information to the right people at the right time. Systems thinking is my strength, and I love creating back-end data architectures that power better search results. Then I write on-brand UI copy to make each step a simple one. My latest fascination is running experiments to understand how content can move the needle.

PORTFOLIO & CONTACT

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EXPERTISE

UX Content Strategy

- Writing UX copy
- Developing content standards for voice, tone, and word choice
- Driving conversion through creating touchpoint strategies
- Designing information architecture
- Building taxonomies, synonym banks, and data architectures
- Supporting localization of content for a global audience

Product Management

- Defining vision and strategic priorities
- Prioritizing roadmaps
- Writing product specs
- Estimating scope
- Identifying resource needs

EDUCATION & TRAINING

Front-End Development

General Assembly Chicago, 2015

Learned HTML5, CSS3, JavaScript, jQuery, Bootstrap, and GitHub

Marketo Intensive Training

Frankfurt, 2015

Grew expertise in CRM

University of Illinois

Urbana-Champaign, 2009

B.A. Comparative Literature, Spanish minor
Study abroad in Quito, Ecuador
3.6/4.0. Honors

EXPERIENCE

PRODUCT CONTENT STRATEGY AT AIRBNB

San Francisco, 2017 - Current

As a product content expert on the design team, I execute content strategies that support hosts and homes around the world. My strength is systems thinking, so I focus on information organization: tweaking order and structure to accelerate navigation through product flows. I partner with data scientists to put information right where people are looking for it. Ultimately committed to ethical design, I write straightforward content with a personal touch so people feel more confident in every step they take, whether it's online or during their travels.

- Defines product content strategy across multiple touchpoints
- Ships intuitive, on-brand UX writing
- Helps hosts and guests feel welcome and empowered
- Develops content frameworks, product narratives, and other deliverables to help product teams design against a north star
- Tests messaging approaches through qualitative research and data insights to inform product positioning, voice, and tone
- Works with other content strategists to maintain voice and tone guidelines and cross-product standards for word choice and style
- Approaches content and design with a global mindset, advocating for interactions, information hierarchies, and language choices that support internationalization, accessibility, and all kinds of inclusivity

SENIOR MANAGER, STRATEGY AT MANIFEST (UX design firm)

Chicago, 2012 - 2017

Led strategy and content strategy for Fortune 500 companies. Specialized in large-scale website and intranet redesigns and building mobile apps. Grew a craft in UX content strategy through broad experience:

- Information architecture, content audit, usability testing, taxonomy, wireframe design and annotation, style guide creation, and more

FREELANCE DESIGN, DEVELOPMENT, AND MARKETING

Clients from San Francisco to Paris, 2010-2017

Sightseekersdelight.com - Redesign including code, design, content

Nileguide.com - Travel writing

ESL TEACHING ASSISTANT FOR THE SPANISH MINISTRY OF EDUCATION

Andalucía, Spain, 2009-2012

Taught students of all ages and became surprisingly good at Spanish

TWO TRUTHS AND A LIE



Camped in the Amazon



Certified scuba instructor



Plays music by ear