



# SHARON PAUL, B. Tech (E & TC) | UX Content Strategy Specialist

## CONTENT DESIGNER AND EXPERIENCE STRATEGIST

**Industry of Influence:** Financial Technology (FinTech) | Information Technology (IT) | Digital Payments | User Experience (UX) and Product Design | **Industry Domains:** FinTech Platforms | Digital Payments and Online Transactions | Enterprise Technology Services | Ecommerce | Telecommunications

🎯 **Driving Human Centered Product Experiences through Strategic User Experience (UX) Writing** | 💡 Specializing in User Experience (UX) Writing, Content Strategy, Information Architecture and Inclusive Content Design to simplify complex product interactions | 🤖 **Applying Artificial Intelligence (AI) tools and conversational design practices to strengthen scalable product communication systems** | 🏠 Enhancing customer trust, accessibility and platform usability through clear, empathetic and compliance-aligned content experiences | 🏆 Conversational Artificial Intelligence Certified | 🤝 Partnering with Product Management, Engineering and Design teams to deliver customer-focused digital experiences

## CAREER SUMMARY

With over **10+ years of progressive experience**, I bring a strong blend of technology expertise and human-centered design, evolving from a Software Engineer into a **User Experience (UX) Content Strategy Specialist** focused on simplifying complex digital products through UX writing and structured content design. Across organizations including **PayPal, Cognizant, Aspire Systems, Innoppl and Atos**, I translated complex product workflows into clear, intuitive, and customer-centered digital experiences using UX writing, content strategy, and information architecture. Currently, as a Staff Content Designer at PayPal, I lead UX writing and product content strategy for risk management and dispute resolution platforms, partnering with product, engineering, legal and design teams to deliver accessible and user-focused digital experiences

## AWARDS AND RECOGNITIONS

- ❖ **Product Leadership Appreciation | PayPal** | Recognized by senior product leadership for contributions to SCAM intake and recipient billing customer experience initiatives, improving clarity and customer protection workflows
- ❖ **Employee of the Month Award | Innoppl Inc.** | Recognized for publishing high-impact guest articles that increased website traffic by 20% and generated qualified leads

## PROFESSIONAL CERTIFICATIONS AND DEVELOPMENT

- ❖ Introduction to Conversational Artificial Intelligence (AI) | Ian Barkin
- ❖ Certified Soft Skills Trainer | Bodhiv Training
- ❖ Digital Accessibility for the Modern Workplace
- ❖ AMCAT Certified in English Comprehension | SHL (formerly Aspiring Minds)
- ❖ Navigating Through Negative Experience | UX Salon

## CAREER PERFORMANCE HIGHLIGHTS

- ❖ **Customer Protection Experience Transformation:** During my tenure with PayPal, led the redesign of risk management and dispute resolution journeys, including limitations workflows and resolution center experiences, improving clarity of platform communication and user navigation across complex financial workflows.
- ❖ **Global Digital Engagement and Communication Strategy:** During my tenure with Cognizant, directed enterprise communication campaigns across 10+ global markets, generating 1000+ registrations and increasing employee participation in volunteering initiatives by 45% through structured digital engagement strategies.
- ❖ **Search Optimization and Digital Content Growth :** During my tenure with Innoppl, executed Search Engine Optimization (SEO) and digital content

## CONTACTS

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## CORE COMPETENCIES

- ⊙ User Experience Content Strategy
- ⊙ UX Writing and Product Design
- ⊙ Architecture and Content Systems
- ⊙ Content Audits Management
- ⊙ User Journey Mapping
- ⊙ Risk and Dispute Experience Design
- ⊙ Accessibility & Inclusive Content
- ⊙ Content Style Guide SOP
- ⊙ AI Assisted Content Design
- ⊙ Customer Experience Driven Design
- ⊙ Cross-Functional Collaboration
- ⊙ Stakeholder Communication
- ⊙ Mentorship and Content Design
- ⊙ Content Governance and Standards
- ⊙ Enterprise Content Strategy

## IT TOOLS & TECHNOLOGIES

- ⊙ UX & Content Design Tools: Figma | Miro | Figma
- ⊙ Content Strategy & Documentation: Confluence | Google Docs | Content Style Guide Frameworks
- ⊙ Information Architecture & UX Practices: User Experience (UX) Writing | Information Architecture | User Journey Mapping
- ⊙ Accessibility & Inclusive Design: Digital Accessibility Standards (WCAG – Web Content Accessibility Guidelines)
- ⊙ Artificial Intelligence Tools: Generative Artificial Intelligence Tools | ChatGPT | Claude
- ⊙ Content Management & Publishing Platforms: Website Content Management Systems (CMS) | Blogging Platforms
- ⊙ Collaboration & Product Workflow Tools: Jira | Slack | Microsoft Teams | Cross-functional Product Collaboration Platforms

- ⦿ Research & Documentation Tools: Google Workspace | Microsoft Office Suite (Word, PowerPoint, Excel)

## 🏠 EDUCATION

- ⦿ Bachelor of Engineering (B.E.) in Electronics & Telecommunications | Mumbai University | 2012

## 🌐 LANGUAGES

- ⦿ English
- ⦿ Malayalam
- ⦿ Tamil
- ⦿ Hindi
- ⦿ French

initiatives that increased website traffic by 20%, strengthening organic visibility and audience engagement.

## 💼 PROFESSIONAL WORK EXPERIENCE

**PayPal | STAFF CONTENT DESIGNER – RISK PLATFORM | PUNE | NOV 2022 – PRESENT**

*(Global digital payments platform delivering secure financial transactions and customer protection experiences across international markets.)*

### 📈 Career Growth: From Technology Professional to Strategic UX Content Design Leadership



- ❖ Staff Content Designer | PayPal | Pune | Feb 2025 – Present
- ❖ Senior Content Designer | PayPal | Pune | Nov 2022 – Feb 2025
- ❖ Senior Content Writer | Cognizant | Chennai | Jun 2019 – Nov 2022
- ❖ Senior Content Marketing Analyst | Innoppl | Chennai | May 2018 – May 2019

### 🌱 Early Career / Foundation Roles

- ❖ Research Analyst | Aspire Systems | Chennai | Apr 2017 – Apr 2018
- ❖ Content Writer | Innoppl | Chennai | Oct 2015 – Mar 2017
- ❖ Software Engineer | Atos | Pune | Jul 2012 – Aug 2014

### 🔑 Key Roles & Responsibilities

- ⦿ Led **User Experience (UX) writing and content strategy initiatives** across digital product platforms, improving clarity of customer journeys, dispute resolution experiences and risk management communication frameworks.
- ⦿ Designed and governed **structured content systems, information architecture frameworks and product communication guidelines** to simplify complex digital product interactions.
- ⦿ Collaborated with **Product Management, Engineering, Legal, Policy and Design teams** to translate regulatory policies and platform workflows into clear and accessible customer-facing content.
- ⦿ Conducted **content audits, content strategy planning and experience design reviews** to improve usability, customer understanding, and digital platform consistency.
- ⦿ Developed **accessibility-focused content standards and inclusive design frameworks**, ensuring digital product communication aligned with accessibility and usability principles.
- ⦿ Mentored **junior content designers and supported cross-functional collaboration practices**, strengthening UX writing quality and stakeholder alignment across product teams.