



Sharon Paul

Content Designer and Experience Strategist

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Career Summary

I'm a Staff Content Designer with 10+ years of experience in designing content for complex digital products across fintech and AI-driven platforms. I began my career as a software engineer. After 2 years, I pivoted to full-time writing where I explored everything from copywriting and freelance content strategy to SEO, email marketing, and global campaigns, before finding my way into UX and content design.

At PayPal, I led UX writing and content strategy in the Risk domain, covering Disputes, Holds, and Limitations which was working at the intersection of compliance, customer trust, and product clarity. My work spans the full delivery cycle, from discovery and IA through engineering handoff, localisation, and legal review. I specialise in conversational UX and AI-enabled content design, building content systems that hold together across complex product ecosystems.

Experience

02/2025 – 09/2026
Bangalore

PayPal

Staff Content Designer
Risk Platform

- Led end-to-end content redesign of the limitations experience. The email improvements alone drove a 32% increase in customer intent to resolve limitations.
- Designed content for SCAM intake and recipient billing. This was a highly regulated project where content ensured 100% alignment with legal and business stakeholders without compromising user experience. It was recognised by senior product leadership for measurable CX improvements.
- Improved dispute filing rates with an AI-assisted model, reducing contact volume by 4%.
- Accelerated cross-functional delivery by partnering with product, engineering, legal, and design teams to translate regulatory policy into clear, accessible customer-facing content.
- Raised team content quality by mentoring junior content designers and building shared standards adopted across the broader team.

11/2022 – 02/2025
Bangalore

PayPal

Senior Content Designer
Risk Platform

- Reduced customer confusion in high-stakes financial flows by designing content for dispute resolution, risk communications, and compliance-aligned journeys.
- Built domain-specific style guide that will enable any content designer to refer to and build consistent experiences.
- Redesigned Venmo limitations where I led the content strategy covering voice and tone, terminology decisions and IA restructuring to guide users from intent to resolution.

06/2019 – 11/2022
Chennai

Cognizant

Senior Content Writer

- Increased employee participation in volunteering initiatives by 45% by directing digital engagement campaigns across 10+ global markets, generating 1,000+ registrations.

- Improved platform content consistency by developing structured content frameworks across IT and telecom domains.

05/2018 – 05/2019
Chennai

Innoppl

Senior Content Marketing Analyst

- Increased website traffic by 20% by executing SEO and content strategies that strengthened organic visibility and audience engagement.
- Recognised as Employee of the Month for high-impact content that drove measurable growth in qualified leads.

2017 – 2018
Chennai

Aspire Systems

Research Analyst

Earlier

2015 – 2017
Chennai

Innoppl

Content Writer

Earlier

2012 – 2014
Pune

Atos

Software Engineer

Earlier

Skills

Content design

UX Writing | Content Strategy | Information Architecture | Conversational UX | AI-enabled Content Design | Content systems | Risk and compliance | Accessibility-first design | Localization

Research and strategy

Content audit | User journey mapping | Stakeholder communication | Content governance | Accessibility (WCAG standards)

Tools and competencies

Figma | Miro | Jira | Confluence | Slack | Microsoft Teams

Ways of working

Agile | Cross-functional collaboration | Embedded design team model

Languages

English

Malayalam

Tamil

Hindi

French

Industries of Influence

Fintech | Digital payments | AI-Driven products | Risk and Compliance | Enterprise Technology Services | Ecommerce | Telecommunications

Education & Certifications

2012

B Tech in Electronics and Communications

Puducherry University

Conversation Design for Chatbots and Voice Assistants

Coursera

Introduction to Conversational AI

Ian Barkin

Digital Accessibility for the Modern Workplace

Navigating Through Negative Experience

UX Salon

Certified Soft Skills Trainer

Bodhih Training