

KAPIL DWIVEDI

PERSONAL SUMMARY

Senior UX Writer at Dentsu, shaping intuitive digital experiences through strategic content and engaging microcopy. With a deep understanding of UX, accessibility, and user behavior, I craft clear, compelling messaging that enhances usability and drives engagement. My expertise spans A/B testing, content strategy, and localization, ensuring a seamless experience across diverse global markets.

Beyond UX writing, I'm passionate about storytelling, art, and video games—bringing creativity and narrative depth to digital products. Whether refining user journeys or mentoring junior writers, I thrive on making technology more inclusive, accessible, and human-centric.

EXPERIENCE

Senior UX Writer, 06/2024 - Current

Dentsu - Bengaluru, India

- **Crafting Clear UX Copy** – Develop concise, engaging, and user-friendly microcopy, error messages, tooltips, and CTAs.
- **Content Strategy & Guidelines** – Establish and maintain tone, voice, and content consistency across products and services.
- **Localization and Cultural Adaptation** – ensure copy resonates with diverse audiences across global markets.
- **Collaboration with Teams** – Work closely with designers, researchers, and developers to align copy with user needs.
- **User-Centered Writing** – Conduct research, A/B testing, and usability studies to refine language for better engagement.
- **Information Architecture** – Improve content hierarchy and navigation for seamless user journeys.
- **Client-Focused Solutions** – Adapt UX writing for various brands and industries, ensuring tailored messaging.
- **Compliance & Accessibility** – Ensure copy follows legal guidelines and meets accessibility standards (WCAG).
- **Training & Mentorship** – Guide and mentor junior UX writers, helping them improve their craft and align with content best practices.

UX Writer, 03/2022 - 05/2024

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- Company Overview: Singapore
- Providing product copy and functionality notes for wireframes with UX designers



CONTACT

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EXPERTISE & SKILLS

- Style guide creation
 - A/B testing
 - UX copywriting
 - Content strategy
 - Localization strategy
 - User research
 - Information architecture
 - Strong Communication
 - Editing & Proofreading
 - Technical Writing
 - UX Writing
 - Design Ideation
 - Product Development
 - SEO & SMO
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WEBSITE, PORTFOLIO & WORK SAMPLES

- www.linkedin.com/in/kapil-dwivedia16686166
- www.scribbleronk.com

- Leading the creation of style guides and brand voice documentations
- Single-handedly managing all UX writing and content design tasks
- Reviewing completed copy and contextual information in mockups with UI designers
- Partnering with UX designers and researchers to collect user feedback and conduct tests to optimizing product content
- Answering questions from engineering as needed to ensure successful implementation of product designs
- Focusing on written product content and organizing content guidelines into a clear and understandable format
- Analyzing existing content, focusing on reuse opportunities and value for the audience
- Creating and maintaining a comprehensive library of reference guidelines, standards, and workflows
- Singapore

UX Writer, 05/2021 - 03/2022

Extramarks Education (Reliance Group of Companies)

- Created and maintained editorial style guides and master copy documents
- Ensured the highest standards of style and writing (e.g., grammar, spelling, syntax, diction, punctuation, brand alignment)
- Helped improve processes for how content is created, delivered, and maintained
- Proofread all final documents before print
- Worked closely with the subject matter experts, advocating for product and documentation innovation on behalf of the customer
- Investigated and pursued opportunities to automate content development
- Created and maintained standards/guidance for localized translations
- Continually pushed for the briefest, most delightful copy that enhances the device setup experience

Content and Social Media Strategist, 05/2019 - 04/2021

Policy Bazaar Group of Companies

- Contributed to Increased web traffic to 5Lakh visitors per day
- Contributed to generated revenue of 30CR in FY 2020-21 through organic SEO (Articles)
- Helped increase the domain authority of the site to 58 using high-quality content and best SEO content strategies
- Successfully spearheaded 5 viral social media campaigns for the brand
- Associated with brand marketing teams for consumer campaigns to get consumer insights for product development and management
- Associated with different Insurer product teams (HDFC, Bajaj, Canara HSBC OBC) to help them develop new products, especially new-age ULIPs
- Collaborated with PR and external agencies to start a financial literacy campaign called 'Nivesh Kar Befikar' for awareness of insurance

products, especially Unit Linked Insurance Plans

EDUCATION

Bachelors, Physics, 05/2019

University of Lucknow

ACTIVITIES AND HONORS

- Delivered a talk on "How Culture Shapes UX Writing"
- Presented a solar lantern prototype to the Chief Minister of Uttar Pradesh
- Conducted a workshop on Speculative Design