



Amy Hsuan Chiu

DIGITAL MEDIA STRATEGIST

Contact



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Education

UNIVERSITY OF WASHINGTON

Bachelor of Arts, English, Creative Writing
Bachelor of Arts, Interdisciplinary Visual Arts
Sep 2015 - June 2019

UNIVERSITY OF CALIFORNIA, SAN DIEGO

Certificate of User Experience (UX) Design
Sep 2023

Achievements

Book Publication, REBORN

A collection of poetry that discusses human connections and relationships.

New Degree Press, Dec 2019

Poetry Audiobook, #1 New Release

in Asian American Poetry, Amazon 2021

Skills + Software

- Search Engine Optimization (SEO)
- W3C Accessibility Guidelines (WCAG) 3.0
- Content Management System (CMS)
- Google Analytics
- Global Newsletter, Web Design
- Verbal and Written Communication
- Adobe Creative Suite
- Microsoft Office
- Final Cut Pro, InVision, Sketch
- UX Research, UX Writing

Work Experience

TECH BRAND CONTENT DEVELOPER

ADP Payroll, HR and Tax Services
Seattle, Washington / Sep 2021 - Present

- Supply the brand voice and work on employer brand and marketing projects
- Conduct keyword research and use SEO best practices to increase traffic on tech blogs and tech careers website
- Distribute a global newsletter to an audience of 20,000
- Support design team with social media/web campaigns

USER EXPERIENCE DESIGNER, COPYEDITOR

Self-employed, Upworks
Seattle, Washington / Aug 2019 - Sep 2021

- Formulated creative ways to solve problems with usability and findability
- Writing and editing high-quality content for various mediums and platforms
- Conducting research on industry-related topics to develop original content
- Meeting deadlines and managing time effectively to ensure timely delivery
- Working on WordPress and other content management systems (CMS)

DIGITAL MEDIA STRATEGIST

Fashion for Conservation
Seattle, Washington / Nov 2018 - Mar 2020

- Strategize and plan for PR, communications, and graphic design
- Collaborate with the Web Design & Development Team
- Conduct concept and usability testing and gather feedback
- Develop social content strategy and include visual & written elements
- Maintain and grow the social media footprint via Facebook, Instagram, Twitter
- Amplified Instagram account from 6,000 followers to 10.5 K followers in 6 months

NEWS WRITER, COLUMNIST

Multiple Publications
Seattle, Washington / Jan 2016 - Sep 2019

- Invited to write features for the Seattle Taiwanese American Film Festival
- Youngest columnist on womany.net, a "women are many" lifestyle website featuring and celebrating unique female designers
- Editing for AU Literary Journal, a local sci-fi journal
- Leading writing workshops twice a month
- Giving open-mic speeches for an audience of 200+

Languages

English (native), Mandarin (fluent), Taiwanese (fluent)
Japanese (intermediate), Korean (beginner)