

# Noah McLaren | UX Writer

[noahmclaren.com](http://noahmclaren.com)

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## Professional Profile

An early-career UX writer and seasoned creative professional. A user advocate who creates clarity and consistency with words.

### Certified UX Writer

UX Writers Collective: UX Writing Fundamentals | May - September 2021

- Began learning best practices from professionals at leading companies
- Created a style guide for an app called Handshake, and rewrote all in-app copy accordingly

UX rules to write by

**(1)** listen first **(2)** write for the user **(3)** keep it human **(4)** serve the team

## Experience

Contract UX Writer | [aura.com](http://aura.com) | January 2022 - now

**Responsibilities (1)** Sole UX writer in a growing startup, defining voice and tone for a suite of digital safety products for iOS and web **(2)** Worked remotely with 9 Product designers, 6 Product managers, 2 UX researchers, Product Marketing, and Legal to create new products and grow subscribers

**Results (1)** Wrote copy for new and existing flows while the product team kept pace with Apple, Google, and Microsoft security releases **(2)** Unified alert copy to make the user journey internally consistent from push notifications to web view, bringing a clear, human voice that instructs and directs even in crisis **(3)** Created and updated style rules while building in an Agile environment

Director of Worship | Second Christian Reformed Church | March 2020 - November 2021

**Responsibilities (1)** Lead writer and musician designing liturgical worship that is smoothly run, hospitable, compelling **(2)** Oversaw production of print & digital resources inside weekly deadlines

**Results (1)** Adapted to changing needs & restrictions in the pandemic, creating the best possible experience for guests **(2)** Strengthened organizational structure by leading communication between teams **(3)** Continually sought out feedback and responded to it

Pastor of Worship & Discipleship | Graafschap CRC | January 2017 - February 2020

**Responsibilities** similar to above. **Results (1)** Improved volunteers experience by clarifying roles & responsibilities **(2)** Improved microcopy on printed materials to better teach and guide guests

## Education

Western Theological Seminary | Master of Divinity | 2013-2016

Hope College | B.A. English Literature | 2009-2013

## Skills

- UX writing, copywriting, storytelling, editing, Figma, Jira
- Content audits, style guides, voice and tone, content strategy, information architecture
- Practiced empathy for user needs, patience, collaboration, conflict management
- Data analysis, synthesis, simplifying the complex, fast-learner, adaptable