

Adam Wiatros

Content Strategist | Content Editor | UX Writer
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Summary

Highly effective Content Designer and UX Writer with 8+ years blending legal analysis, user research, and strategic content creation. Expert in translating complex business and legal requirements into intuitive, accessible, and high-converting digital experiences. Proven ability to establish and scale content systems, drive usability improvements, and lead impactful cross-functional collaboration within agile environments.

Core Competencies

Content Strategy & Design

Content Design Principles; Content Strategy & Roadmapping; UX Writing & Microcopy; Voice, Tone & Style Guide Development; Legal/Regulatory Content Synthesis

UX & Information Architecture

Information Architecture (IA), User Research & Usability Testing, Wireframing & Prototyping, Accessibility (WCAG), Agile/Scrum Methodologies

Tools & Workflow

Figma, AdobeXD, Invision, Miro, Mural; Slack, Trello, Jira Align; Visual Studio Code, Codepen, Github; HTML5, CSS, JavaScript, jQuery, Bootstrap (Working Knowledge); Copy Editing & Proofreading

Professional Experience

DIRECTV | Minneapolis, MN

Content Designer & UX Writer (Remote), April 2022-Present

- **Established Content Governance:** Synthesized and codified external brand standards and internal legal/privacy requirements into a unified, enterprise-wide content style guide, improving consistency for two UX writing teams.
- **Drove Usability Improvements:** Created and iterated on detailed content design documentation based on wireframes and user flows for high-traffic, public-facing pages, consistently prioritizing readability, clarity, and conversion goals.
- **Strategic Collaboration in Agile:** Acted as the content lead within daily standups and sprint planning for acquisition and privacy services product groups, aligning content needs with product roadmaps and technical feasibility.
- **Content Critique & Compliance:** Provided high-level feedback and content critique to fellow UX Writers and Legal partners, ensuring all content met legal compliance standards while maintaining a strong user-centric voice.

Thomson Reuters | Eagan, MN

Attorney Copy Editor, 2017-2022

- **Managed Complex Content Systems:** Edited, structured, and maintained a high volume of specialized legal knowledge resources (e.g., standard documents, practice notes, checklists) for a customer-facing platform, ensuring adherence to rigorous company style, voice, and legal accuracy.
- **Content Training & Advocacy:** Developed and delivered training sessions to internal stakeholders on voice, style, and grammar guidelines, successfully scaling content quality and consistency across various content contributors.

- **Key Accomplishment:** Edited content structure and question/answer pairs for the *Practical Law Dynamic Tool Set*, contributing to the product receiving the 2021 LegalTech Breakthrough Award for “Legal Research Innovation of the Year.”

Segment Specialty Reference Attorney II, 2016-2017

- **User Experience Analysis:** Collected, analyzed, and synthesized user data from online chat transcripts and telephone recordings, presenting key user experience insights to stakeholders to inform future software updates and content gaps.
- **Content Generation & Linking:** Authored biweekly blog articles on legal updates and reviewed, formatted, and edited articles for publication, including using proprietary software to link legal authorities for content integrity.
- **Product Expertise & Training:** Provided expert-level legal research assistance and product support for twenty different specialized legal software programs, including conducting live remote training as a product lead.

Selected Content Design Projects

Satellite Eligibility Checker | wiatros-portfolio.webflow.io/writing/satellite-eligibility-checker

- **Challenge:** Designing a location-based flow to clearly communicate eligibility for satellite TV service, while providing a clear and user-friendly alternative streaming recommendation for ineligible users.
- **Content Focus:** Microcopy for input fields, error states, success messaging, and strategic calls-to-action to guide users to the next best solution.

Service Eligibility (Checkout Optimization) | wiatros-portfolio.webflow.io/writing/service-eligibility

- **Challenge:** Improving the robustness and user experience of DIRECTV's online sales checkout to mitigate address validation errors that were causing high abandonment.
- **Content Focus:** Designing and implementing a collection of clear, actionable error messages, redirect modals, and form field guidance to help users self-correct and complete the purchase.

MyFree DIRECTV Signup/Login Flow | wiatros-portfolio.webflow.io/writing/myfree-directv-signup-login

- **Challenge:** Creating intuitive and concise content for onboarding and sign-in experiences to minimize friction for new and returning users accessing the MyFree DIRECTV platform.
- **Content Focus:** Writing and testing a clear hierarchy of microcopy across multiple screens (signup, login, password recovery, confirmation states) to ensure a seamless setup experience.

Education

Certificate, UX/UI Design | University of Minnesota - Minneapolis, March 2022

Intensive, 24-week boot camp focused on User-Centric Design Research, Visual Prototyping & Wireframing, and User Interface Development.

Juris Doctor | University of St. Thomas School of Law - Minneapolis, 2013

Cum Laude Bachelor of Arts, English Literature | University of Minnesota - Minneapolis, 2009