

# MOHANA DAS

Lead UX Writer, PayU Finance · 9+ years of total experience in digital products and tech

## I STUDIED..

### B.E. Computer Science and Engineering

2010 - 2014

at Dayananda Sagar College of Engineering, Bangalore

## MY SKILLS INCLUDE..

Content Design · UX Writing · Information Architecture · Content Strategy · Design Thinking · Product Thinking · User Research · Designing Content Guidelines · Conversation Design

## ON THE SIDE, I AM A..

- Social Media Strategist for [DesignUp](#), Asia's Definitive Design-in-tech Conference
- Founding member & admin of the [UX Writers - India](#) community on LinkedIn & Slack [[uxwriters.in](#)]
- Mentor and Speaker at [ADPList](#)
- Writer-for-fun on my personal [Medium](#) page

## LET'S CATCH UP

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## RELEVANT EXPERIENCE



### Lead UX Writer, PayU Finance

Jan 2023 - Present

- Overseeing content design, content strategy, product positioning, UI micro copy, product nomenclature and terminology across the LazyPay app, web and its product communications
- Adding value beyond just content, especially during the ideation and exploration phases of design
- Collaborating with cross-functional teams like customer support and marketing to set a consistent voice for the brand
- Leveraging AI tools and creating playbooks for efficient ideation and content creation

### Senior UX Writer, PayU Finance

Oct 2021 - Dec 2022 | 1 yr 2 months

- Handled content design across all product touch-points, and created real impact for the business
- Established and implemented content guidelines for LazyPay from scratch
- Set up processes for efficient content x design x product collaboration



### UX Writer, Spotdraft

Feb 2021 - Sep 2021 | 8 months (Part-time)

- Performed content audits and reviews, wrote UX copy and established a product voice and tone

## OTHER EXPERIENCE



### Sr. UX Designer, Golbibo

Jul 2019 - Sep 2020 | 1 yr 3 months



### UX Designer, Adobe

Jan 2018 - Jul 2019 | 1 yr 7 months

### Software Engineer, Adobe

Jul 2014 - Dec 2017 | 3 yrs 5 months