

Drew Marcin

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PERSONAL SUMMARY

UX/UI Content Designer passionate about transforming complex systems into seamless user journeys through clear, purposeful writing that drives adoption and empowers users.

SKILLS

- UX writing and microcopy
- Information architecture
- Content strategy and governance
- User research and usability testing
- Customer onboarding and adoption
- User experience advocacy
- Public speaking skills
- Figma, Pendo, and Maze

EXPERIENCE

Senior UX/UI Content Designer, Citrix, August 2024-Current

- Led UX content for automating manual license management operations, resulting in a **simplified self-service platform that improved customer efficiency**.
- Write UX/UI content across Citrix Virtual Apps and Desktops, Citrix DaaS, and Citrix Shared Services product portfolio, focusing on IT admin consoles, and end-user experiences.
- Define content hierarchies, user flows, and information architecture from a content-first perspective.
- Collaborate with cross-functional teams to align content with product goals.
- Conduct user research and usability testing to validate copy effectiveness, and improve clarity.
- Author and maintain content guidelines across all touchpoints, adapting for context and audience.

UX Content Designer, Citrix, February 2023-August 2024

- Wrote UI messaging for cloud service shutdowns due to inactivity, enabling targeted cost control. The initiative led to over **\$2M in annual savings, zero customer escalations, and rapid service reactivation**.
- Owned end-to-end UI copy for a third-party feature integration, bridging internal product expertise with vendor content standards. The feature played a key role in **securing a \$55M customer contract**.
- Supported UX writing across the Citrix Virtual Apps and Desktops, and Citrix DaaS product portfolio, focusing on IT admin consoles and end-user experiences.
- Created microcopy for buttons, menus, error messages, tooltips, onboarding flows, and more.
- Contributed to the development of scalable content guidelines and terminology standards.

In-Product Marketing Associate, Citrix, January 2021-January 2023

- Designed low-effort onboarding content that enabled successful cloud deployments without engineering involvement —driving adoption and evolving into a scalable, **intent-driven onboarding framework used by 2k cloud customers**.
- Wrote and built in-product messaging experience across Citrix Workspace app, ShareFile, and admin consoles.
- Supported awareness and adoption of new features, onboarding processes, and critical customer notifications.
- Implemented continuous feedback mechanisms that encourage user feedback at any time, and not just during official customer satisfaction survey periods.

Marketing Intern, Intrepid Marketing, September 2019-January 2020

- Supported marketing efforts across public relations, media placement, creative development, and social media.
- Drafted search copy, blog posts, and edited promotional materials.
- Created Google Ads reports, and built social media calendars to support campaign planning.

EDUCATION

Master of Arts

Liberal Studies (Organizational Behavior), North Carolina State University, North Carolina May 2021

Bachelor of Arts

Communications, North Carolina State University, North Carolina May 2020