

Jennifer Diffley Robertson

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Summary

Senior UX Writer and Conversation Designer at Amazon Advertising, with experience across **20+ marketplaces, three generative-AI experiences**, and PubTech (~**200 screens, 40 workflows**). Specializes in UX writing systems, AI product experiences, information architecture, and accessibility

Professional Experience

Amazon

Senior UX Writer, Advertising

Sep 2022 - Present

- Architected language, information architecture, taxonomy, and naming for PubTech, Amazon's first self-service supply-side advertising platform—~**200 screens across 40 workflows**—leading UX writing from ideation to MVP in **six months**
- Led conversation design across **three generative-AI advertising experiences**—Rufus, Brand Agent, and Sponsored Services—defining agent personality, flows, prompts, AI disclosures, and refusal/error messaging with applied scientists and legal
- Authored UX writing patterns adopted in Storm and Rio design systems, covering forms, modals, alt text, and errors; validated localization across **20+ marketplaces and five languages**
- Drove **WCAG 2.1 AA** accessibility sign-off through manual screen-reader testing; identified date-range issues and partnered with engineering to standardize en-dash usage as a Storm pattern
- Designed usability studies from hypothesis through variant definition and test parameters, including a **five-variant study** of price, star-rating, and discount components; established the team's first UX **writing backlog** and ran **two dedicated sprints** while closing Phase 2 of Amazon's EU Digital Services Act rollout

Nuro

Senior Copywriter

Mar 2021 – Sep 2022

- Rebuilt social and editorial strategy for autonomous-delivery launch markets, increasing brand reach by **98% in 12 months** through targeted content and audience engagement
- Drove marketing campaigns from ideation through deployment and established Nuro's **first brand and editorial style guide**, creating consistent content processes across teams
- Built foundational marketing documentation and workflows that eliminated duplicated content efforts and improved cross-team collaboration

Method Communications

Senior Copywriter

Jul 2019 – Mar 2021

- Led content strategy for the agency's **first integrated account**, spanning research-based reports, executive thought leadership, and product messaging
- Led content for the Facebook Workplace campaign, securing coverage in **VentureBeat, Fortune, Fast Company, Adweek, and TechCrunch**, while supporting **11 concurrent enterprise-tech accounts** including 1Password, LiveRamp, and Checkr

YOUNIQUE

Senior Copywriter

Dec 2016 – Jul 2019

- Led content strategy for the Saving Lashes, Changing Lives campaign, generating **\$6M in a single day** and breaking company records at a **\$1B-valuation** beauty brand
- Drove the company's entry into fragrance, owning product and packaging copy and partnering with product, promotions, development, and design across social content and promotional video

Earlier Experience

CLEARLINK

Content Manager

Feb 2016 – Nov 2016

- Managed content for reviews.org and move.org; directed **50 freelance writers** and partnered with design/development from wireframing through A/B testing

EETECH Media

Technical Content Director

Dec 2014 – Feb 2016

- Co-launched allaboutcircuits.com, scaling it past **5M monthly pageviews**

Skills

Content Design:	UX writing, content design, conversation design, information architecture, taxonomy, content strategy, voice & tone, error/empty/refusal states
AI Product Experience:	Generative-AI assistants and agents, conversational flows, prompt starters, AI disclosures and transparency, applied-scientist partnership
Research & Validation:	Usability study design, hypothesis and variant definition, A/B testing, UserTesting.com, internal surveys, journey evaluation, UXR partnership
Accessibility/Localization:	WCAG 2.1 AA, manual screen-reader testing, accessibility sign-off, localization across 20+ marketplaces, translation-team partnership, fluent German
Tools & Methods:	Figma, FigJam, Notion, Jira, Confluence, Agile/Scrum

Education

New York University	M.A., in Creative Writing	GPA 4.0	2009
Brigham Young University	B.A., in English Language & Literature	GPA 4.0	2006