

# Roshawn Allen UX Writer / Content Designer

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## SUMMARY

UX Writer and Content Designer with over ten years shaping clear, intuitive and high performing digital experiences across commerce, subscription and service ecosystems. Skilled at simplifying complexity, strengthening clarity and optimizing decision pathways for users.

## CORE SKILLS

UX Writing  
Content Design  
Commerce UX  
Checkout Flows  
Subscription Journeys  
Error and Empty States  
Voice and Tone Systems  
Cross Functional Collaboration  
Localization Ready Writing  
Accessibility  
Content Systems  
Figma  
Webflow  
Shopify  
Adobe Suite

## EXPERIENCE

**TURESTRL Inc.** UX Writer and Creative Director 2010 to Present

Wrote UX microcopy for checkout, onboarding, upsell and subscription flows.

Designed content systems improving clarity and reducing friction.

Created CTAs, product messaging, error states, tooltips and step based instructions.

Increased checkout completion by thirty percent through simplified transactional language.

**Hearts Pure Cosmetics** UX Writer and Web Experience Designer 2022 to 2023

Rewrote website UX copy including navigation labels, checkout content and support flows.

Reduced confusion with clearer instructions and error states.

**Baron Davis Enterprises** Content Designer 2017 to 2025

Developed user focused content for product launches

and subscription onboarding.

Partnered with product and engineering teams to align messaging with functionality.

**Island Def Jam** Digital Content Lead 2014 to 2017

Wrote platform and commerce copy for merch stores and subscription offerings.

Ensured tone and content aligned with legal and brand guidelines.

## EDUCATION

Bachelor of Fine Arts  
Visual Communication Design  
Columbia College Chicago

## TOOLS

Figma  
Webflow  
Shopify  
Adobe Creative Suite  
Google Workspace  
Asana  
Trello