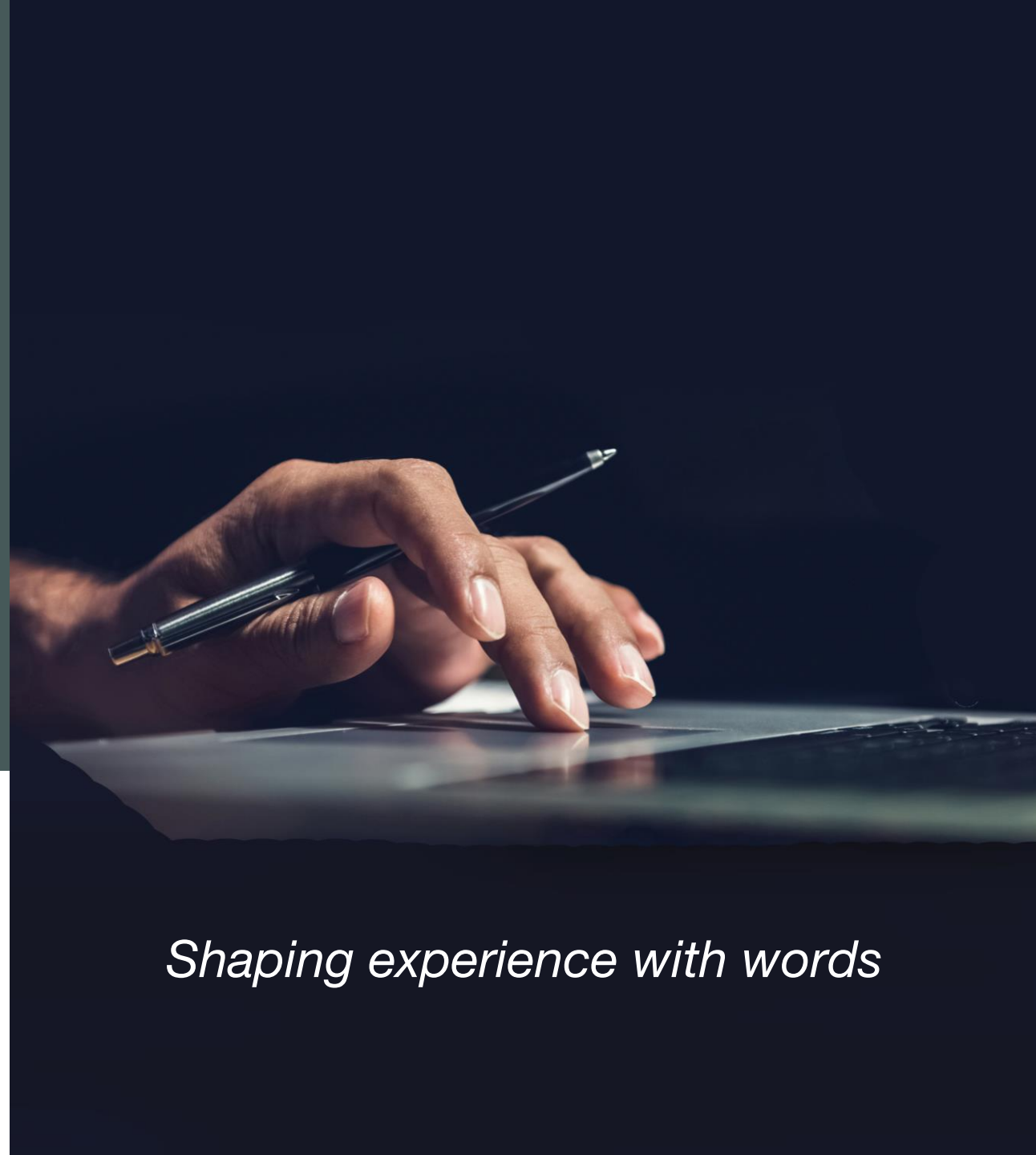




UX Writer Portfolio of Eddie Vega

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Shaping experience with words

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Preface

This portfolio showcases my UX and microcopy writing, copywriting, copyediting, journey mapping, and UX Spanish translation skills. For sample content writing and technical writing samples go to: www.eddievega.com/writing. It's intended for recruiters, hiring managers, and potential clients whose security protocols don't allow downloads directly from external websites. The portfolio contains only work where the client granted permission for use in this way or that has been released to the public. In the case of the UX Spanish translations, the English language originals are generic backend messaging in public domain developer glossary.

About



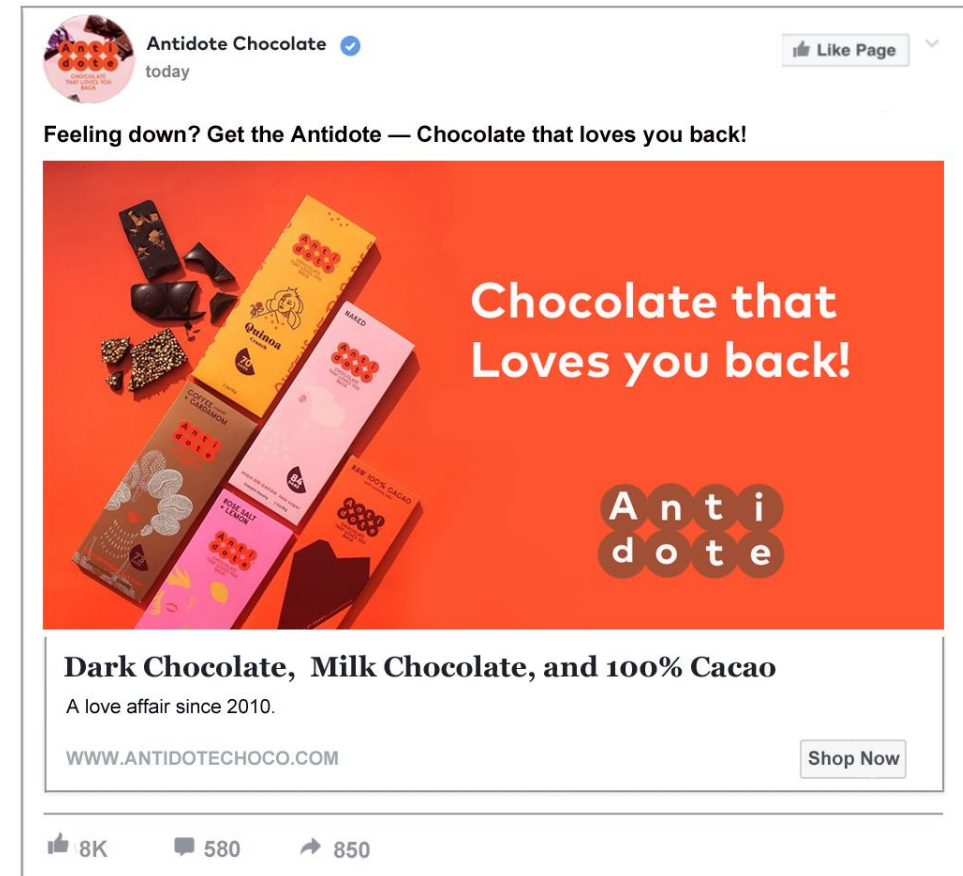
Eddie Vega is a Content Designer, UX Writer, and Spanish UX translator who writes for clarity, inclusivity, and accessibility. He has extensive experience turning complex information from law, economics, healthcare, and technology into simple and easy to understand prose. He's also a reliable design thinker who brings immediate value to team efforts and delivers on deadline.

Where he picked up his writing and communications skills: Some recent places where he honed his UX Design and technical writing skills: AT&T • UX Writing and Technical Writing • Content Design • Native Mobile App Microcopy • Design Thinking (Product Lifecycle) • Spanish UX Translation (Central Mexico Spanish localization) • Agile (SAFe); The Home Depot • Enterprise-Level UX Writing and Design • Content Design • Design Thinking (Four Ds); New York City Housing Authority (NYCHA) • Web content writing • Technical Writing • Agile for Government (Civic Service Design)



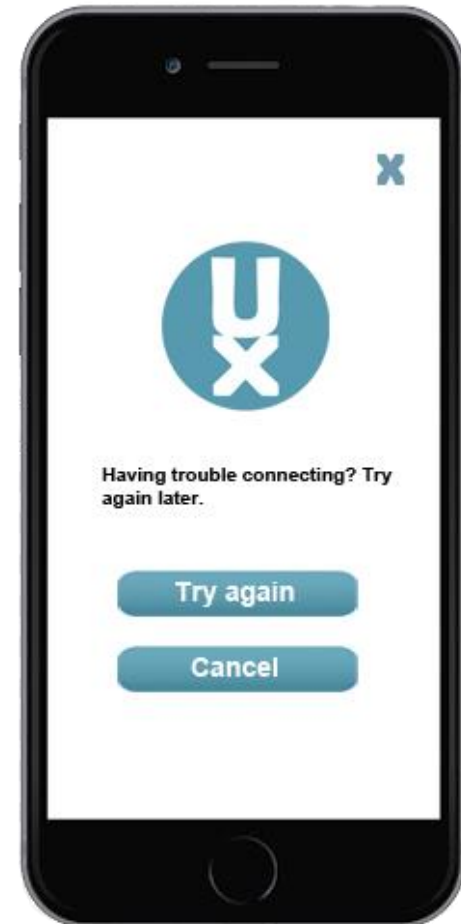
UX Copywriting: Facebook Chocolate Ad

This is a mock-up of a Facebook ad I produced for Antidote Chocolate, a local woman-owned and run chocolate company that wants to increase mindshare and double sales. I also provided copywriting, copyediting, and social media marketing services.



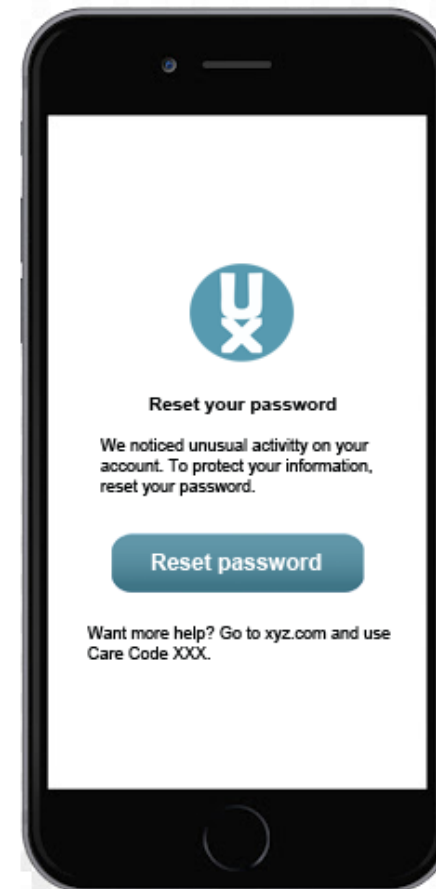
Microcopy Connection Error

Use case: user loses connection in a tunnel or in at several stops of the NYC subway because of poor signal, not personal error or an app glitch. The message alerts the user to the problem—weak signal—and offers solution. The user can click **Try Again**, **Cancel**, or exit app by clicking the **X-Button** at top right corner of the screen.



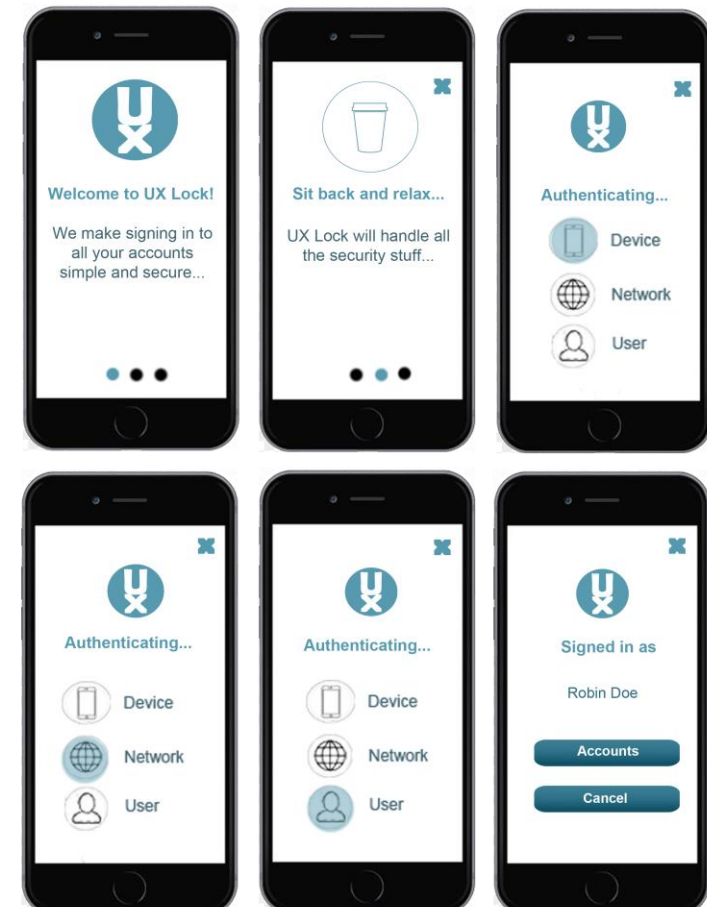
Microcopy-Level 3 Block Connection Error

Use case: the user's sign-in information appeared on the dark web as a result of a third party data breach or because of a related security issue. The user can click Reset Password and be sent a security token that allows a password reset, go to the provider's site to get more information about the issue, or exit the app by clicking the X-Button.



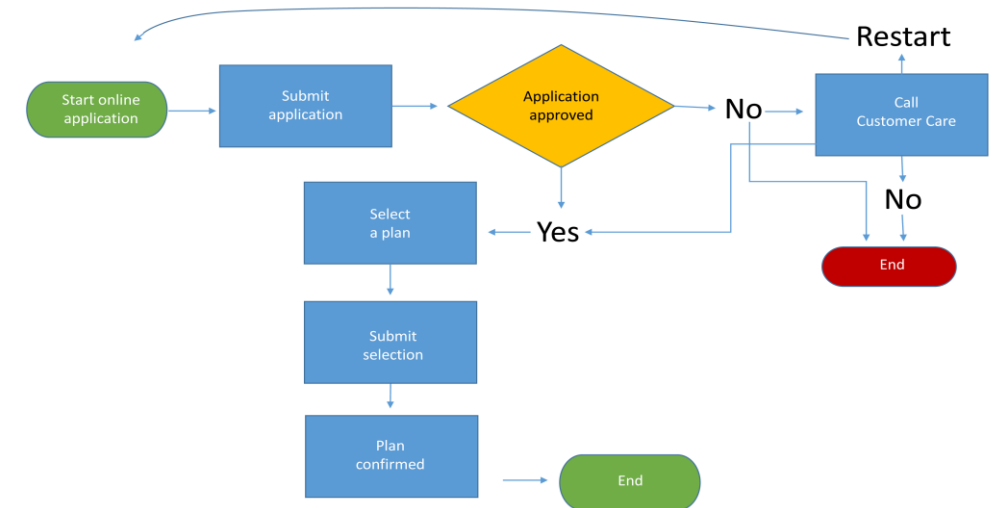
Single Sign-on Onboarding Screen Flow

Use case based on AT&T's ZenKey single sign-on tool, a native mobile app. The images below are a mockup of a fictional mobile security app, UX Lock, similar in purpose to ZenKey and mobile key. UX Lock uses multifactor authentication to access a user's multiple online accounts with a single ID and password. This chart begins with a warm welcome after initial sign-in, follows with data loading spinners, and ends with authentication of identity.



Simple User Flow that Requires Human Approval

This is a use case based on AT&T's Client Halo Integration Portal (CHIP), an identity management cloud-based platform. The user must submit an application for a service that requires human approval. If approved, the user must select from different service plans. If not approved, the user can end the process or call a customer service representative for help. If the reason for non-approval was a technical glitch or missing information and both can be fixed, the user can restart the process. If the reason for non-approval is that the user does not qualify for the service, the process ends. A more complex flow might include touch points for appeals. This chart can also serve as an Agile team placeholder or conversation starter for a more complex process of identity management, where a user must authenticate their identity to access a cloud-based account with different levels of service.

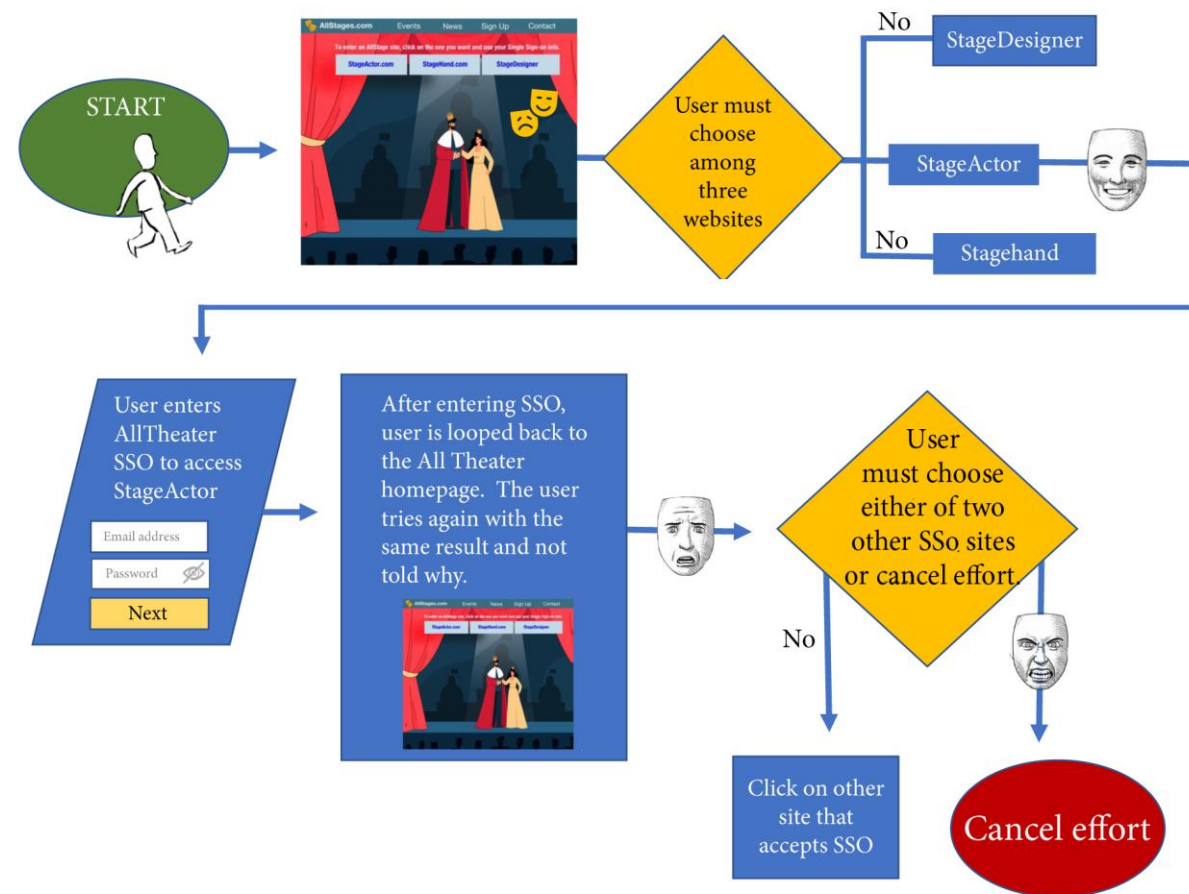


NB: Larger image is in appendix

SSO Intercept Flow Chart (A): The Problem

This journey map of a fictional theater holding company, AllTheater, is based on efforts by AT&T to provide users Single Sign-on access to the many different digital assets that came with its buyout of Warner Media, which included HBO, CNN, and Castle Rock Entertainment. Users would use their AT&T login information to access the communications and entertainment-related sites directly on the AT&T homepage. The objective—critical to the implementation of the One AT&T identity management policy— was to save the user from having to look up the login information of the many other different sites users had individual accounts with. These sites were built at starkly different points in time and with different backend languages. The effort was largely successful except for one property that had a hard-to-fix backend language glitch. Efforts to access that property from the AT&T homepage looped the user right back to the AT&T homepage. The team tasked to fix the problem, on which I served as a UX Writer, found it would take months to fix the coding problem, but that it could within a week create a contingent solution to get the user to the target site, as the coders worked to fix the core problem (illustration on next page).

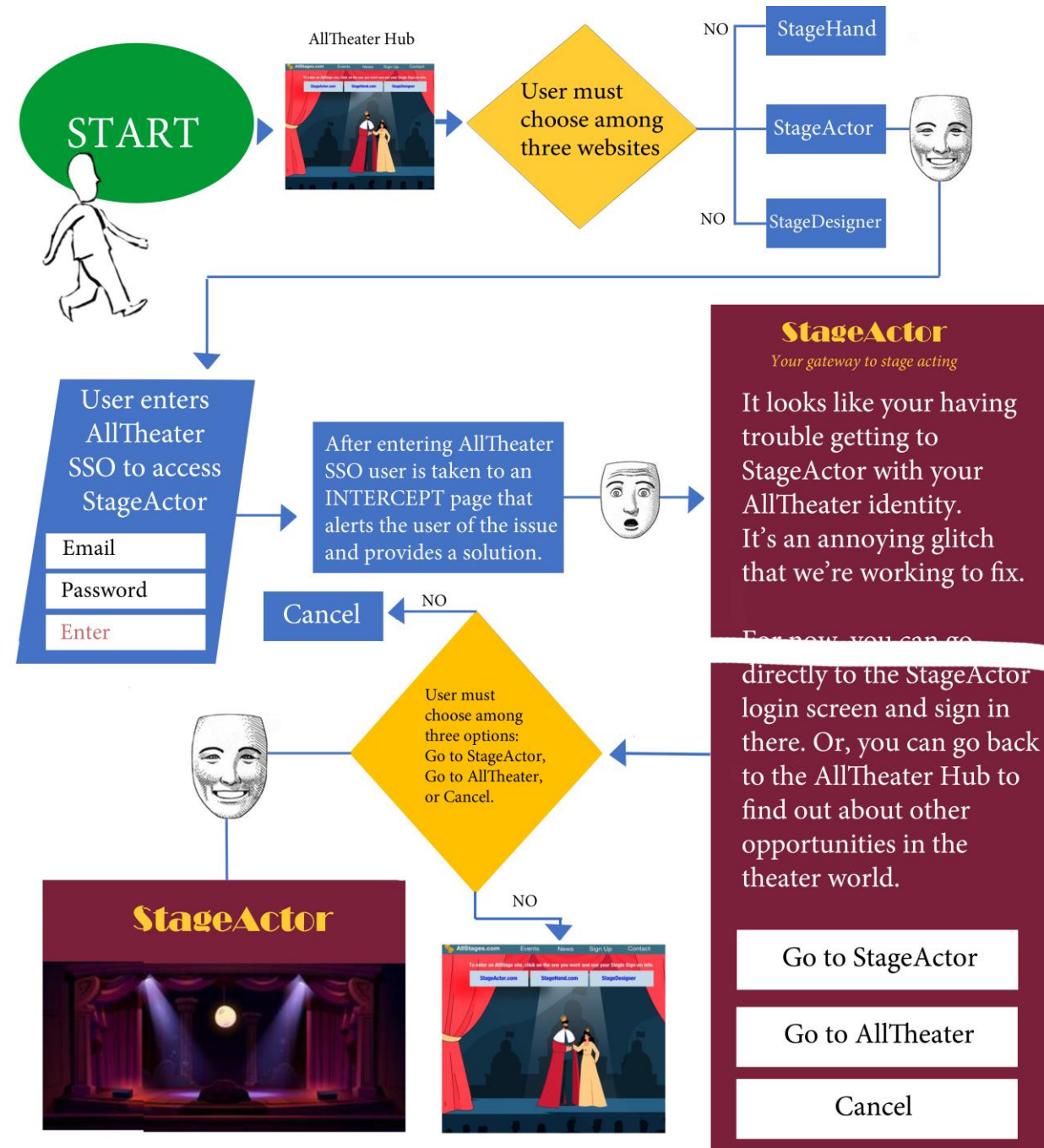
SSO Intercept Flow Chart (A):



SSO Intercept Flow Chart (B): The Solution

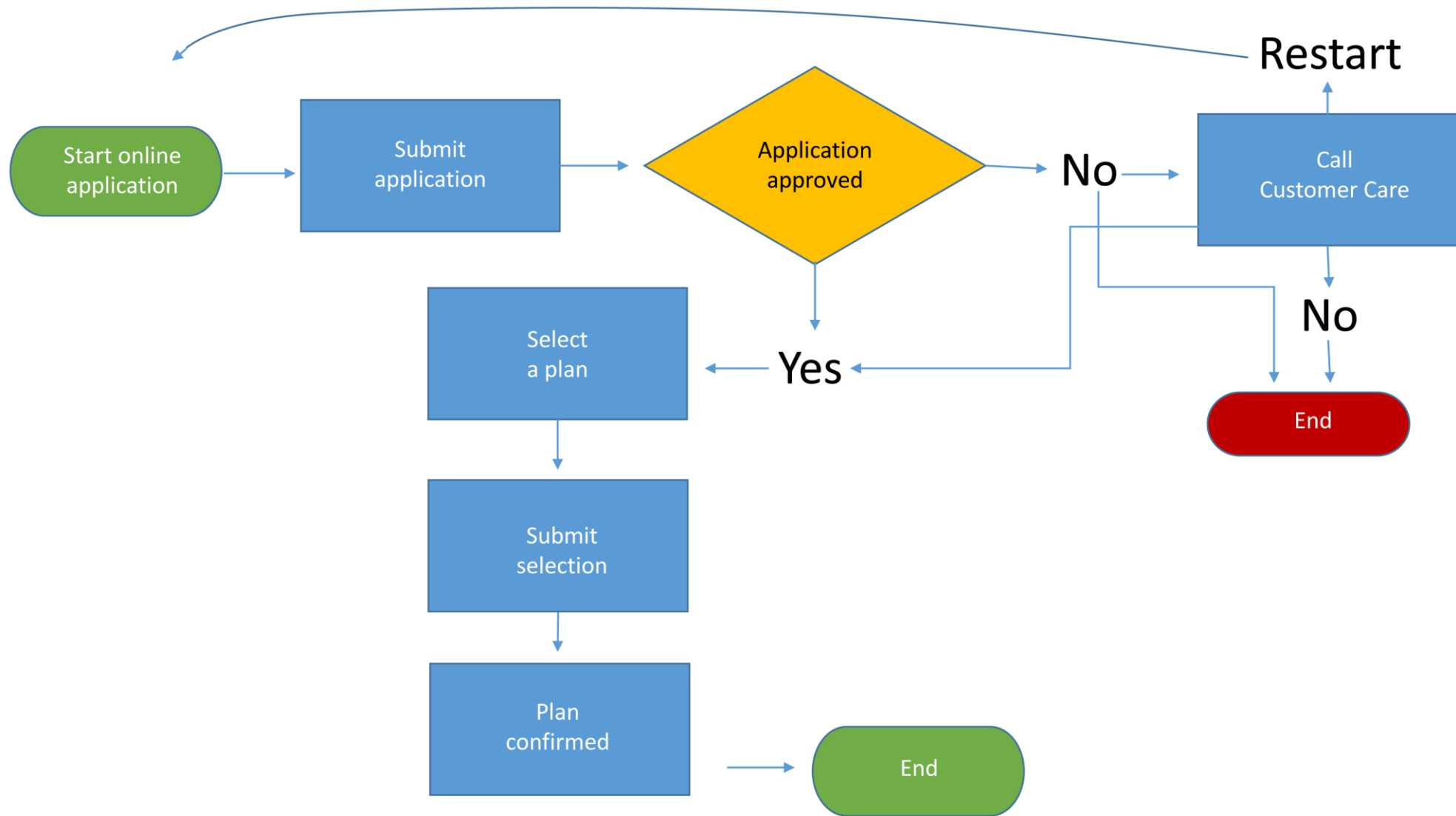
To get around the coding glitch that kept the StageActor users from accessing their own site, we created a path that took the user to an intercept page that informed the user about the glitch. It also provided the choice to go to the StageActor direct login page—and avoid the AllTheater home page altogether. Or, the user could return to the AllTheater home site.

The journey map is on the following page.



Simple Flow Chart that Requires Human Approval

This is a use case based on AT&T's Client Halo Integration Portal (CHIP), an identity management cloud-based platform. The user must submit an application for a service that requires human approval. If approved, the user must select from different service plans. If not approved, the user can end the process or call a customer service representative for help. If the reason for non-approval was a technical glitch or missing information and both can be fixed, the user can restart the process. If the reason for non-approval is that the user does not qualify for the service, the process ends. A more complex flow might include touch points for appeals. This chart can also serve as an Agile team placeholder or conversation starter for a more complex process of identity management, where a user must authenticate their identity to access a cloud-based account with different levels of service.



UX Microcopy Edits

I copyedited native mobile application microcopy to ensure consistency with the client's voice and brand guidelines, which called for clear and simple text and a friendly and conversational tone.

Original	Revised
If you need more information, please visit www.xyz.com .	Want to know more? Go to www.xyz.com .
Uh oh, an error was encountered. Try again.	Trouble connecting? Try again later.
Your email or password was entered incorrectly. To reset your password, please click here.	Having trouble signing in? Check your entries and try again. Or, if you forgot your ID or password, click here.

Microcopy Spanish Translation Coding Errors

Push notification denied	Notificación push denegada
Auth time out	El tiempo de autenticación se ha agotado
SAM response does not have location	La respuesta de ISAM no tiene ubicación
Authorize call from HCAS returned consent challenge	Llamada autorizada de HCAS devolvió el desafío de consentimiento
ISAM not responding to /token endpoint on internal pooling	ISAM no responde al token endpoint en la agrupación interna

Thanks for taking a look!



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