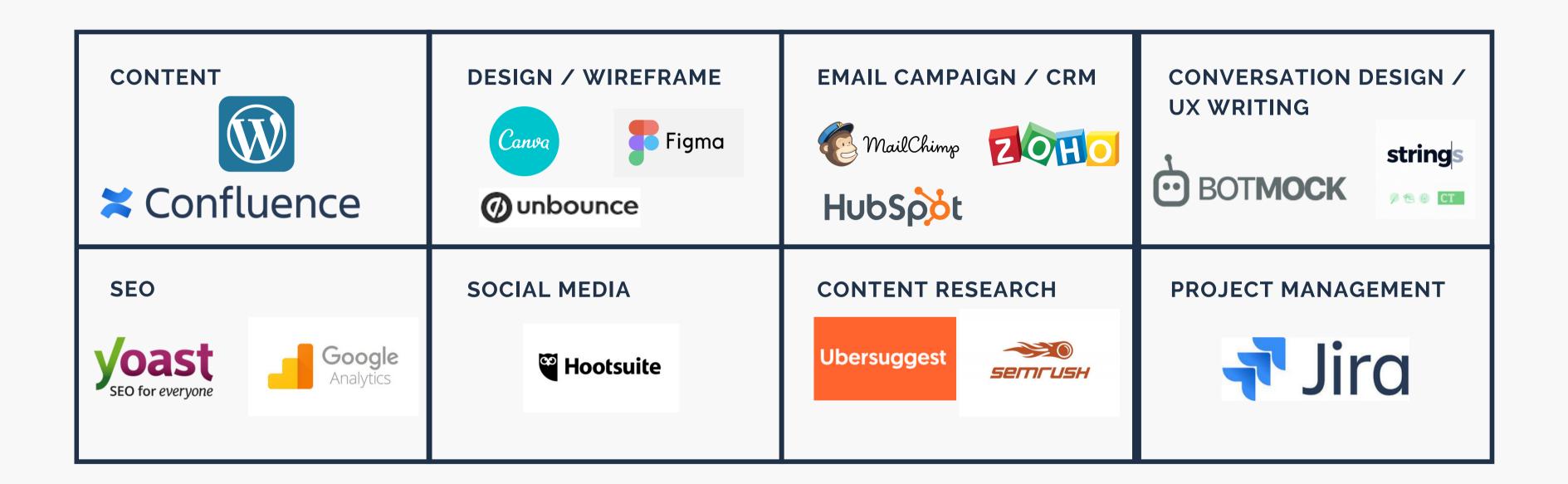
Hi there! My name is

Afsheen Khan

UX Writer. Content Manager. Content Strategist.



MY TOOL STACK



UX Writing Glossary

Based on research, I have compiled a list of words and rules to reflect a consistent brand personality across the mobile app, web app, and product communications.

Microcopy Samples

Take a peek at a few exciting samples of inproduct microcopy based on the style guide I created for error messages, empty states, and confirmation messages.

UX Writing Product Checklist

Formulated a product-specific checklist for the review, editing, or proofreading of in-product microscopy.

Work Profile

Email Campaign Content

Created email copy for a B2B SaaS product.

<u>High-Converting Blog Article # 1</u> <u>High-Converting Blog Article # 2</u>

I planned, wrote, and published these articles.

Website Homepage Content Product Landing Page Content

Created website and landing page content for a B2B SaaS company named Seekify.

Work Profile

Social Media Strategy # 1 Social Media Strategy # 2

Created Social Media Strategy and maintained Editorial Calendar for B2B SaaS Startups.

Content Marketing Report and Strategy

Created content marketing OKRs sheet to track ongoing progress and suggested content strategy for a B2B SaaS startup to drive brand awareness, engagement and conversion.

Brand Identity Launch Video Script + Storyboard

Prepared brief and video script for a B2B recruitment consulting firm that has revamped its online presence and brand identity. Plus, created a basic storyboard on canva to be shared with the video creator.

Work Profile





