

Polly Lou Adams

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I have 7+ years of experience working with words on UX teams in-house, at agencies, and as a freelancer. My background in user research and service design makes me a systems thinker who wants to ensure every turn of phrase works together to tell a great story.

Work Huge Inc. Senior Copywriter

Since April 2022

I partner with clients to create voice and tone guidelines so that we can apply them across touchpoints like websites, emails, social media, and product.

Select clients: Turo, Ticketmaster, Google for Education, Google for Retail, Google Home Brand, Youtube Premium, Youtube TV

AbleTo Content Designer

July 2021 - Jan 2022

As one of two content designers in the org, I partnered cross-functionally with design, product, and development on the consumer-facing experience. I worked closely with design leadership to update brand voice and tone guidelines across product, web, and marketing after United Health bought the company. Then, I implemented new frameworks in microcopy and email communications.

IBM Consulting Content Designer

Jan 2021 - June 2021

I took on writing challenges big and small, from developing brand guidelines for voice and tone to copyediting positioning statements and press releases for entire business units as part of the Strategy Team for IBM Global Business Services.

Sutherland Labs Service Designer

April 2018 - March 2020

I owned varying parts of the design process depending on project work, operating either as a design researcher, service designer, or strategist for Sutherland Global's largest support system clients. Every project I owned included a written report as a deliverable, which I wrote and edited to share out with executive stakeholders.

Select clients: Amazon Music, Amazon Lab 126, Amazon Prime, Disney+, Google Chromecast

IBM Design UX Researcher

Nov 2016 - April 2018

Most of my time was spent conducting evaluative usability tests and translating findings into actionable items for my product team, which was responsible for the Red Dot award-winning Data Science Experience (DSX). Over my time in this role, I pivoted to take on more qualitative research and leveraged insights to align our high level product owners on priorities during a time of organizational transformation.

Freelance Copywriting, UX writing, and editing

May 2020 - April 2022

In-between grad school and securing full-time work, I also partnered with startups on content strategy, communication design, copywriting, and copyediting assignments for various web, chat experiences, and email campaigns.

Select clients: [Blank Street](#), [Archie](#), [Authoritive](#)

I also contracted through Design Minded (a Pentagram partner) and C&G Partners to write for cultural institutions like [Coqual](#) and the [National Museum of American Diplomacy](#).

Education School of Visual Arts MA Design Research, Writing, and Criticism

Savannah College of Art and Design BFA Service Design, Minor in Interaction

Tools	Design	Writing, etc
	Figma	G Suite
	Sketch	Notion
	Adobe CC	Keynote
	Frame.io	Powerpoint