

Srishti Saigal

Content Designer | AI & Conversational Experiences | UX Writing
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PROFESSIONAL SUMMARY

I'm a bilingual content designer who listens like a researcher and advocates like a product partner. I have 7+ years in FinTech, HRTech and a STEM master's from USC. I've recently designed content frameworks for AI prompt systems including Remitly's cross-border money transfer app within ChatGPT. I work across user research, content design and localization. Now more than ever, AI needs the voice of content designers to build responsible, human-centered content systems. I'm here to help get that right. H1B visa issued November 2024, available for immediate transfer.

SKILLS

UX Writing & Content Design: microcopy, end-to-end flows, onboarding, error states, voice and tone systems, AI prompt design, content strategy

Tools: Figma, Confluence, Jira, Notion, Usertesting, ChatGPT, Claude | Localized for 12+ global markets

EXPERIENCE

Remitly, Seattle, Content Designer II

Oct 2025 – Apr 2026

- Designed and delivered Remitly's first AI-powered cross-border money transfer experience inside ChatGPT: response framework, logic tree, and fallback states that guided users through high-stakes financial decisions with confidence.
- Built Remitly's first WhatsApp agentic experience from the ground up: full conversational architecture including confirmation states, error messages, fallback messages, and escalation copy for English and Spanish.
- Developed ContentGPT, an internal AI tool trained on Remitly's voice, tone, and content guardrails enabling designers, PMs, and engineers to generate on-brand product copy consistently at scale.
- Owned compliance and identity content, writing scam prevention messaging, identity verification flows, and regulatory copy that made complex legal requirements feel human in high-stakes moments.

BOLD North America LLC, Los Angeles, UX Writer II

Aug 2021 – Mar 2025

- Owned end-to-end UX writing for ResumeNow and eCommerce products as the embedded content designer for a 21-person cross-functional product team, 30M+ annual users.
- Built content style guides for 3 product portals; drove a 4.8% CVR increase (\$1.5M annualized revenue) and a 3.5% CVR lift from the AI resume coach I designed from scratch.
- Localized product content for 12+ locales and built ADA-compliant voice, tone, and terminology standards used across design, engineering, marketing, and localization.

Viterbi Career Connections, Los Angeles, UX Strategist

Nov 2020 – May 2021

- Wrote help center articles and website content for virtual career events, driving a 2x increase in event attendance.
- Conducted website redesign and user research testing covering user flows, push notifications, error messages, and tooltips.

Red Cup Agency, Los Angeles, Podcast Content Strategist

Jan 2021 – May 2021

- Built grant proposals and content strategy for BIPOC culinary stories featured in the newest season of Future of Food.

DDB Group / Omnicom, India, Content Strategist

Jan 2018 – Jul 2019

- Developed 10+ regionally localized digital campaigns for major brands including Van Heusen, Britannia, and Tanishq, increasing Instagram followers 2x and Twitter engagement 64% within 6 months.
- Worked cross-functionally for client social media accounts in a large global agency, collaborating on brand strategy, copy, and channel execution under tight deadlines.

DVio Digital, India, Sr. Social Media Manager

Jan 2016 – Jun 2017

- Led content strategy and execution for Star World streaming service and W for Woman fashion brand.
- Managed end-to-end social media campaigns: content creation, scheduling, publishing, and performance analysis.

EDUCATION

University of Southern California (USC)

Aug 2019 – May 2021

M.S. STEM Digital Media, Los Angeles, California

Flame University

Jul 2011 – Mar 2015

B.A., Advertising & Psychology, Mumbai, India