

Mika Ritter

Senior UX Writer / Content Designer

Summary

Senior UX Writer with 13+ years' experience building content systems for large-scale products, including work in AI-assisted design workflows, usability testing, and cross-functional delivery.

Contact

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1-253-459-0954

[linkedin.com/in/mikacritter/](https://www.linkedin.com/in/mikacritter/)

Tools and Skills

UX

Figma, Sketch, A/B testing, usability, surveys

Google internal tools

Buganizer, Wordflow

Career

Mentoring, early-career management, partner and vendor relationships, localization

Experience

Sabbatical / Elder Care

2022-2025

- Took a planned sabbatical following my Google tenure to support aging family, travel, and pursue creative interests
- Stayed current with UX writing practices through peer collaboration and exploration of emerging AI-assisted design tools
- Also took a crew position at Trader Joe's in 2025

Google | UX Writer - Gmail and Chat

Sunnyvale, CA | Jul 2019-Sep 2022

- UXW for flagship products used by 1.5 billion people during a major redesign
- Drove content strategy for the "next generation of Gmail" from inception to launch
- Ensured cross-functional alignment with UXD, PM, engineers, marketing, privacy, and legal
- Crafted comprehensive explorations of naming and navigation labels, using them to build consensus and create guidelines
- Partnered with UXR on usability testing, surveys, and voice and tone explorations
- Worked with marketing on video scripts for Next 2020

Google | UX Writer - Currents and Google+

Sunnyvale, CA | Aug 2016-Jul 2019

- UXW for Spaces (2016 app), Google+, and Currents
- Wrote style guides, notifications, onboarding, tooltips, search result framing, empty state messages, etc.
- Partnered with UXR and Marketing on product vision, value prop, and messaging (Currents)
- Led content strategy for shutdown banners, announcements, and other relevant touchpoints (Google+ and Spaces)
- Owned shutdown communications for 3rd party, consumer, enterprise, and internal workstreams (Google+)
- Led content testing on tag-related language

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Education

Texas A&M University

B.S. in Entomology

Portfolio

I don't maintain a public portfolio at this time; prior Google work remains internally accessible to Google FTEs at go/mikaritter, and I'm happy to discuss writing samples or case studies.

Experience continued

Allrecipes | Senior UX/UI Writer

Seattle, WA | Sep 2013 - Apr 2016

- UXW for Allrecipes' redesigned site and apps
- Additional writing for email, social campaigns, branded cookware, Cooking School, video spots, and in-app purchases
- Produced a comprehensive UI writing style guide
- Partnered with UX Designers and Researchers for usability studies

Nintendo of America | Associate Localization Writer

Redmond, WA | May 2012 - Apr 2013

- Creative writer for the EN-US release of Animal Crossing: New Leaf and Style Savvy: Trendsetters
- Localized game dialog and scenarios for several character archetypes and key personas, in collaboration with other writers and game developers
- Performed post-localization gameplay and informal QA

WildTangent | Senior Marketing and Web Writer

Redmond, WA | May 2008 - May 2012

- Promoted to team lead for creative services
- Served as the liaison for creative partnerships with HP, Toshiba, Acer, T-Mobile, et al
- Planned, wrote, and A/B tested email campaigns
- Managed content localization process
- Wrote email newsletters, promos, landing pages, triggered messages, paid search ads, game descriptions, print pieces, and WT style guide
- Wrote the script for FATE: The Cursed King and collateral material

WildTangent | Global Customer Support Manager

Redmond, WA | Jul 2007 - Mar 2008

- Primary writer for customer support site and internal knowledgebase
- Project manager for WildTangent customer support localization
- Trained global support staff

Additional experience available upon request