Michael Koch

Bilingual (English/German) content designer/strategist, editor, and writer with twenty-plus years' experience producing exceptional informational, marketing, and technical content for diverse audiences.

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EXPERIENCE

MIKOWORX | Content Designer, Editor | 04/24–present
Design, develop, and edit user-focused content for businesses, nonprofits, and start-ups.

EBAY | Staff Content Designer | 06/23–03/24
Designed pickup-focused experiences and frameworks to drive customer adoption, engagement, and retention.

INTUIT MAILCHIMP | Principal Content Designer | 10/21–05/23
Collaborated with cross-functional teams on creating meaningful website and chatbot experiences for prospects and Mailchimp users that pay off.

MIKOWORX | Content Strategist, Editor, Writer | 02/12–03/22
Produced, edited, and wrote print and online content for businesses, nonprofits, and start-ups. Clients included: The Bronx Museum of the Arts, Camden House, Center for the Study of Ethnicity and Race, El Museo del Barrio, Fordham University Press, NYU Press, ThoughtWorks.

BARKLEYREI | Information Architect | 04/21–10/21
Partnered with designers and content strategists on a large web migration project, moving UC San José's main website, microsites, and portals to a new content management.

BLUE SHIELD OF CA | Content Strategist/Information Architect | 06/19–12/19
Designed a new Medicare site experience, developed content governance, and collaborated with UX designers and researchers to improve prospect-facing and in-product user experiences across the BSCA web properties and apps.

JPMORGAN CHASE | Lead Content Strategist (VP) | 01/18–03/19
Partnered with designers, researchers, product owners, and leadership to plan and produce the best possible developer-focused content for the bank's new API portal and help drive their API initiative.

JPMORGAN CHASE | Senior Content Strategist | 09/17–12/17
Partnered with team members, product owners, and engineering to deliver best-in-class content for the bank's Merchant Services and Payments digital products.

SLACK | Content Strategist | 10/16–12/16
Worked with the engineering and marketing teams on the redesign of the company's home page and marketing pages to help increase reach and conversion to Slack, a cloud-based messaging platform for businesses and work groups.

DECLARATIV | Documentation and Content Lead | 04/13–06/14
Planned, wrote, edited, and managed developer and UI content for a Silicon Valley startup working on a cloud-based HTML tool and JavaScript framework.

ADOBE SYSTEMS | Senior Content Strategist | 06/07–01/12
Planned, sourced, edited, and maintained site content for key areas of the Adobe Developer Connection—a dynamic, high-volume environment for helping users make the most of Adobe products.

ADOBE SYSTEMS | Senior Marketing Writer | 07/06–05/07
Wrote, edited, and managed content for web, print, and multimedia projects.

MK PUBLICATION SERVICES | Editor, Writer, Project Manager | 06/97–06/06
Produced and art-directed visually rich publications from concept through final deliverables and provided editorial and writing services. Clients included: Adobe Systems, Macromedia, Microsoft Press Online, and Sun Microsystems.

SOFT SKILLS

Excellent communication, editing, writing, and project management skills

Strong content and user-centered design instincts with exacting attention to detail

A knack for juggling and prioritizing multiple projects on tight timelines

Technical savvy with a deep curiosity and ability to jump in and learn new tools

Exceptional ability to break down complex problems and evaluate possible solutions

A passion for finding the right balance between users' needs and business goals

TECHNICAL PROFICIENCY

Common tools of the trade (incl. G-Suite, FigJam, InVision, iWork, MS Office, Miro, Slickplan)

Presentations, spreadsheets, and templates

HTML, CSS, CMS

SEO and web analytics

Scrum/agile methodologies (Jira and Confluence)

EDUCATION

University of Arizona
MA Media Arts

University of Stuttgart
BA Linguistics / English

WORKSHOPS & TRAINING

AI/ML for Non-Engineers
General Assembly

Design Thinking
General Assembly

JavaScript
Academy X

Video Production and Editing
Bay Area Video Coalition

Media Production
Film Arts Foundation

Web Media Design and Production
Stanford Workshop

Business of Publishing
UC Berkeley Extension