

Holly Zorbas

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SUMMARY

Content designer with 3.5 years of experience writing UI copy and microcopy for financial apps and digital products. Skilled at translating complex product flows into clear, on-brand language across mobile, web, and notification surfaces. Experienced collaborating with product, design, legal, CX, research, and AI teams to ship consistent, accessible, and localized copy at enterprise level.

EXPERIENCE

Intuit – Content Designer

May 2022 – August 2025 | Contract ended August 2025; took intentional career break for travel and family time.

- Wrote end-to-end UI copy for TurboTax Live Assisted across mobile app, web, and notification surfaces, driving \$6.8M in annualized revenue and increasing customer resolution rates by 7%
- Defined content principles, feature terminology, and UI naming conventions for Credit Karma's inaugural in-app tax filing experience with TurboTax, establishing copy standards for a dual-branded 0-1 product
- Owned content strategy for Credit Karma Money upsell flows within TurboTax, regularly A/B tested copy variations to increase splash page CTR and reduce cart abandonment
- Authored and continuously optimized copy for TurboTax's highest-traffic help article, serving tens of thousands of users monthly; managed full content lifecycle including audits, rewrites, and accuracy reviews aligned to product updates
- Collaborated with legal, CX, AI, and tax analyst teams to validate content accuracy, evaluate LLM-generated copy against brand voice rubrics, and maintain consistency across product surfaces

CreditDonkey.com – Assistant Editor

February 2019 – May 2022

- Edited 20–25 articles per week on complex financial topics including cryptocurrency, insurance, and investing, maintaining consistency and accuracy across a high-volume knowledge base
- Developed and maintained style guidelines for in-house and freelance writers, establishing terminology standards, formatting conventions, and editorial workflows that scaled across the content team
- Managed article taxonomy, tagging, metadata, and content organization within CMS, ensuring content was structured for discoverability and search performance

St. Baldrick's Foundation – Fundraiser Experience Specialist

February 2016 – February 2019

- Crafted landing page copy, promotional content, and FAQs for a new fundraising program, translating organizational processes into clear self-service resources for volunteers
- Developed and documented onboarding strategies to support volunteer growth and program adoption

EDUCATION

University of California, Irvine – BA, English

TOOLS

Figma | Miro | JIRA | Notion | Gutenberg (WordPress CMS) | UserTesting | GenAI (Claude, Claude Code, Gemini)