

Robert Kamin

Seattle, WA

UX Writer & Content Designer | Product Documentation Specialist

www.robkamin.com

Professional Summary

User-focused Senior UX Writer and Content Designer with 5+ years of experience transforming complex technical products into intuitive, accessible experiences. Expert in concepting and delivering breakthrough ideas for brand campaigns, product launches, and digital experiences. Proven track record in cross-functional collaboration, project leadership, and customer advocacy. Skilled in AI-powered workflows, bug triage, and global product launches. Adept at writing for digital, social, video, and interactive formats, with a strong portfolio reflecting narrative clarity and design excellence.

Experience

Microsoft Advertising | Aug 2022 – Present Senior UX Writer & Content Designer

- Led rebranding and migration of PubCenter help documentation to Microsoft Monetize Now; authored and published all help documentation, UI text, and publisher-facing resources.
- Developed and published comprehensive help topics covering onboarding, ad blocks, mediation, payments, user management, reporting, traffic quality, ad rendering policy, and site connection.
- Created clear, actionable UI text for publisher workflows, including ad unit setup, category/brand blocking, mediation with Google AdSense, payment setup, and reporting dashboards.
- Collaborated cross-functionally with Program Managers, Designers, and Engineering to ensure content reflected new branding, product features, and compliance requirements.
- Authored and published help documentation and UI text for Microsoft Advertising Editor, supporting new features and improving information architecture.
- Ensured all help content and UI messaging met accessibility, localization, and compliance standards for global publisher audiences.
- Led UI text overhaul and instructional copy for Report Builder, improving onboarding, template grouping, and actionable template descriptions.
- Authored and published help content for UCM features including templated reports, Digital Maturity Score, Health Check, Copilot integration, Campaign Budget Tool, Auction Time Bidding adoption.

- Spearheaded Copilot Bug Support, resolving 118 Copilot-related bugs in one year, reducing customer escalations and improving user satisfaction.
- Proposed and contributed to Copilot-powered report creation and prompt guides, supporting scalable, AI-driven customer support and product documentation.
- Presented ideas and content strategies to stakeholders, building consensus and driving operational excellence.

Terracotta (Remote) | 2022 UX Design Consultant

- Conducted user research and usability testing for a digital art portfolio platform.
- Delivered actionable insights and content recommendations to improve engagement and clarity.

KaminBuilt (Seattle, WA) | 2019–2022 Project Manager & Web Designer

- Managed branding and digital content for residential and commercial clients.
- Developed websites and marketing assets aligned with client goals and audience expectations.

LEV VEL (Remote) | 2016–2017 Web & Graphic Designer

- Created brand-aligned digital and print content for a lifestyle brand, including social media and web copy.

Alderbrook Resort & Spa (Union, WA) | 2013–2019 Artist in Residence

- Designed creative brand assets and led private art instruction for resort guests.

Hood Canal School (Skokomish, WA) | 2010–2014 Art & Technology Teacher

- Developed and taught K–8 curriculum integrating digital tools and creative storytelling.

Key Projects

- Microsoft Advertising Editor Help Center Revamp: Improved discoverability and usability for advertisers managing campaigns at scale.
- Microsoft Monetize Now Rebrand: Principal writer for migration of PubCenter help documentation and UI text.
- UCM Feature Documentation: Authored help content for templated reports, Digital Maturity Score, Health Check, Copilot integration, Campaign Budget Tool, Auction Time Bidding.
- Report Builder UX Refresh: Led onboarding flows, template grouping, and actionable template descriptions.
- Copilot Bug Support: Resolved 118 Copilot bugs, implemented process improvements, and established metrics for ongoing quality.

Skills

- Concept Development & Creative Strategy
- Messaging Frameworks & Storytelling Arcs
- UX Writing & Microcopy
- Help Documentation Authoring
- UI Text Writing for Publisher Platforms
- Policy & Compliance Content
- Product Onboarding & Instructional Design
- Data Visualization Content
- Bug Triage & Process Improvement
- Cross-functional Collaboration & Project Leadership
- Accessibility & Localization
- AI/LLM Content Strategy
- Customer Advocacy & Usability Testing
- Metrics-driven Content Optimization
- Production Experience (digital, social, experiential)
- Empathetic Communication & Inclusive Design

Tools & Technologies

- Figma, Adobe XD, Mural, Miro
- Visual Studio Code, GitHub
- HTML, XML, JavaScript (basic)
- Adobe Creative Suite (Photoshop, Illustrator)
- Google Workspace, Treejack

Education

- Certificate in Human Centered Design and Engineering, University of Washington (2023)
- Certificate in UX and Visual Interface Design, University of Washington (2022)
- Bachelor of Arts in English Language and Literature, Saint Martin's University (2002–2004)

Metrics & Impact

- Resolved 118 Copilot Bugs in one year, reducing support escalations and improving user satisfaction.
- Improved Report Builder onboarding and template usability, accelerating campaign setup and reducing support tickets.
- Authored and published all help documentation and UI text for the successful rebranding and migration of PubCenter to Microsoft Monetize Now.

- Published help content for 19 new UCM templated reports, DMS, Health Check, Copilot integration, CBT improvements, and ATB adoption.
- Re-architected and published help content for Microsoft Advertising Editor, improving support for thousands of advertisers.

[Portfolio](#)