

**EPISODE 25**

[INTRODUCTION]

**[00:00:04] KM:** Focus on the overall user experience and not trying to sound cool. You want the user to do something, like this is all intentional. You want them to go to the next tab, you want them to click the button, you want them to hit submit, you want them to buy whatever the action is. Just be clear.

**[00:00:25] TA:** You're listening to the UI Narrative Podcast, the bi-weekly podcast that shares how initial leading designers got started in interface design and how they create successful user-to-note experiences. I'm your host, Tolu Ajayi. Let's get started.

[INTERVIEW]

**[00:00:51] TA:** Hello, guys. Welcome back to the UI Narrative Podcast. We got a guest, y'all. Kimmoy Matthews was born on the Island of St. Thomas and most of her family is from the Island of St. Kitts. She's currently in Mexico, where she gets to enjoy the beach and leverage her time to work on her entrepreneurial projects. She's currently trained in technical writing and business process improvement. She has worked with Google as their content strategist, on the ads platform and her latest project involved working with a credit union to create tutorials for their HR and commercial lending web applications.

Her goal is to introduce as many people as possible to technical writing and all of its cousin's, i.e. content strategy and UX writing for those who want to explore a lucrative and rewarding career through writing. As such, she's created a free e-mail series, an online course and a boutique agency to prepare others for this type of career. Everyone, welcome Kimmoy to the UI Narrative Podcast.

**[00:01:59] KM:** Thank you so much. I'm excited to be here.

**[00:02:02] TA:** Excited to have you. All right, so first, I want to get everyone on the same page. The title, UX Writer can be confusing depending on who you ask. I figured the best person to ask is someone who does this professionally full-time. Kimmoy, what does a UX Writer do?

**[00:02:22] KM:** UX stands for user experience. Someone who writes content for web and mobile applications would be considered a user experience writer. Now writing in the broad scheme of things have many different titles and different companies could use other terms, such as technical writer, a content strategist. For the most part, UX writing is a little bit different in that it's shorter copy. It's usually not long-form, like a manual or an SOP, for example. It's usually the text that you see on the screen. Let's say, that you log into Facebook and all the different tabs that you see on the left-hand side, or right-hand side, or if you log in to your favorite bank application, all the different field names, the error messages, the confirmation messages. Those small short forms of copy is typically what is considered UX writing.

**[00:03:27] TA:** That was a great explanation. Pretty much anyone who's used any type of application has been exposed to UX writing in some form or fashion.

**[00:03:37] KM:** Exactly. Yes. everything that you see on a screen is there for a reason and it was more than likely written by a UX writer, or a technical writer. It just depends.

**[00:03:50] TA:** All right. Let's dive into your narrative. How did you get started in UX writing?

**[00:03:55] KM:** I actually started out with technical writing in 2011. Oddly enough, where I lived in the Fairfax County, they would send out these catalogs with different classes and opportunities to take cooking, or creative classes, anything that county was offering, they would send them out every quarter. I was just flipping through the catalog and I saw creative writing, which is what I was actually thinking about taking a class in creative writing. Right below that, I saw technical writing. It intrigued me, because it was a career I've never heard of. I signed up for that class. It was four Saturdays. During that class, I realized that I was doing technical writing as part of my job, but I didn't know it was a thing.

I immediately switched my career from having a really strong engineering background and doing more analytical work, to focusing more on technical writing, because to me it was easy. Just to

me, though. I'm not saying it is easy. I'm just saying that it was natural for me to explain complicated concepts, to try to break them down and make them easier for others to understand.

I built my career up over the years. Then when I landed at Google in 2015, I think. I'm getting my years mixed up. When I was at Google, that's when I first learned about UX writing. We were working on the Google AdWords platform. Just to name the field, or to name a tab, or a radio button, it was a brainstorming session and I loved it. I was working with designers and it was such a creative process to come up with the different field names, or tooltips, or those copy that you would see on the application. That's when I discovered that UX writing is a thing. Not only did I discovered technical writing, but there were so many other forms of writing to get into and that's when I discovered UX writing.

**[00:06:02] TA:** Wow, that's awesome. I think it's too, like hearing your story about how you didn't know that you're already doing some technical writing with your day-to-day job and realizing like, "Hey, if I just take this course, I'm going to be full-rounded in this." I think that's a great example of how anyone can get into UX writing, if copywriting, you feel that's one of your strong attributes, because you never know, like how Kimmoy was. She was already doing in her day-to-day job, but all it took was a little course to get her that foundation of what it's like working with products when it comes to technical writing.

**[00:06:40] KM:** Yes. 100%. I did not know. I was full-blown. I'm an engineer. I'm going to be an engineer. I'm going to do the more technical analytics stuff. For whatever reason, I enjoyed writing and not a lot of engineers do. Yeah, I think that's the thing with being in tech, there are so many different careers to explore. Whatever your strength is, I would say there's probably some profession out there that will match your skill set and your interest and you just never know.

**[00:07:13] TA:** All right. I want to get into your experience with Google. What was it like working as a UX writer at Google?

**[00:07:20] KM:** It was actually fun. I think, working at Google was probably the most fun I've had at a corporate job. It was very creative. Like I mentioned before, I was working with product managers and UX designers and we were coming up with how the application would look and

where we wanted the user to click, what action steps we wanted them to take. Coming up with what to say, so that someone is informed and instructed well and they also have a good user experience is a creative process and it's also challenging.

Yeah. I was working on the Google AdWords platform. It's a huge software application, or web-based application, I should say. It's very complex behind the scenes. I mean, the concept itself is okay, let's advertise online, but all the features on the back-end are really complicated. Of course, because I had an engineering background, I was tasked with some of the most complicated features of the platform. Yeah, so I had ownership of maybe 10 to 15 different features of the app.

I would work with my product managers to learn more about how it worked. I would test the experience for myself. Then I would be responsible for coming up with what the text on the app should say and also any troubleshooting content associated with it. If you go to Google Ads Help Center, you will see some of my work. Yeah, that's what the experience was like. It was really fun.

**[00:08:58] TA:** It sounds awesome too. I love personally too, like whenever I go to a products page and I see the work I've been done, because you get that proud moment of, "Yes, all that stuff I've been working on hard," you see the fruition of that. Could you explain in a little bit more detail, for those who don't know, what Google AdWords is?

**[00:09:21] KM:** The ads that you see online, they're produced by Google AdWords. If a business for example, wants to advertise, let's say a swimming pool business. If they want to create an ad that goes online for their swimming pool business, they have to use the Google AdWords platform. Creating that text, logging into the system is actually not very – it's not a basic process, because there are many different features that businesses like.

For example, if you want someone who sees your ad to call you, then you would have to use some of their call features. If you would like to show different types of pools that you offer and the different colors that you see, then there's a different feature in Google AdWords. I'm sure people who have done some shopping online lately, they would see images at the top of Google and the different price points. That's one aspect.

Let's say, if you Google swimming pool and you want your ad to show up with five-star reviews, or three-star reviews or whatever it is, that's another feature as well. There are so many different features that you can create with an ad. That is what the platform does, it allows you to create different features and allow you to engage with potential buyers and customers. You can tag, you can track them, you can see their behavior, how they interact with your ad. It's so much that goes into it behind the scene.

**[00:10:53] TA:** Definitely every time I search for something on Google, I see a bunch of ads on the top. Sometimes it's only one, so I always wonder how that filtering is going, like maybe just not that many people that have ads for that topic, but sometimes I'll see up to six ads piled up before I get to the general selection there.

**[00:11:12] KM:** Yeah. I mean, there are a lot of businesses competing for your attention and your money, so there's always some innovation happening behind the scenes. That's why I enjoyed working at Google, because each day was just different and I was working on a different feature of the product. It's really dynamic.

[MESSAGE]

**[00:11:32] TA:** Have you ever received the bad feedback on your mobile app designs? Yup, me too. I know how much it sucks to receive negative feedback on a design I've worked so hard on and I still reflect on the first time my work was called ugly over seven years ago. I was determined to become a better designer, so I created a grading system to see just how bad I was.

Once I graded myself, I realized where my problem areas were and began to focus on improving them. Seven years later and I'm still using this system at my corporate job for every project. Since I've started using this grading system, I'm able to have the confidence in knowing I presented my best work to my clients and my boss. I created this layout grading system to help you find clarity on how to decipher feedback and improve your designs.

In this guide, we go over industry-tested best practices that I use in my day-to-day and reveal where your problem areas are. Then we proceed with action sets on how to improve your designs. You have the power to change negative feedback into something positive.

Visit [uinarrative.com/gradingsystem](http://uinarrative.com/gradingsystem) to start improving your designs today. That's [uinarrative.com/gradingsystem](http://uinarrative.com/gradingsystem). I'm super excited to share the methods that help me turn my designs into something exceptional. I can't wait to see it do the same for you.

[INTERVIEW CONTINUED]

**[00:12:53] TA:** Every job has hiccups and frustrations. As a project designer, one of my biggest challenges is starting high-five mockups before thinking through the user flow, just because it feels backwards, but depending on the client sometimes I have to go that route. What's the most challenging part of being a UX writer?

**[00:13:11] KM:** I would say, it depends on the job, of course, but it's a lot of work. It's a lot of work. Also, depending on how the company operates, sometimes as a writer, you could be the last person in the design process. The designers, the developer, they've all created this awesome product, or this awesome feature. Then at the end, you are the one that has to make it all make sense. Sometimes, things don't work out that well. It's not a good experience for customers. Sometimes, you as a writer have to come up with workarounds, because depending on how late you are in the testing phase, you can't go back and say, "Hey, this doesn't work. You guys need to change this." It's one of those situations where you're like, "Okay. This is a version that is going out, so we got to work around it and this is a workaround." You have to write that in a way that doesn't "call out" the functionality of the product, but still inform the customer, or the user this is what you need to do and do it in a way that it appears as if nothing is wrong, basically. It's a skill set that you have to know how to communicate with users, so that they aren't even aware that this feature could be better.

**[00:14:35] TA:** Yeah. That does sound pretty challenging. You've worked in numerous industries from IT, finance, management consulting, and even I saw tourism industries, which I thought was interesting. I want to talk a little bit about your process. Have you had a product that had

you feeling like, “How am I going to write for this?” Meaning like, unclear direction, or just playing creative writers block. How do you overcome moments like this?

**[00:15:03] KM:** I don't believe in a writer's block, because we don't have talker's block. If there's a challenge in product, we're going to talk about it. We're going to say, what's wrong with it, or why it should be better? That means there's some thought there to it and that means you could write something to it.

When you have words on paper, you can improve upon that. I would say, if you're ever having trouble writing something, just talk first. If you have to record yourself and transcribe it, that might help too. I wouldn't say I've had any writer's blocks with products. It's a matter of getting more clarity on how something works. Like I said, well, let me try another example instead of Google.

I've worked at a regulations company. Instead of the stock market, imagine the bond market, so the local stuff that happens around you, the municipalities and stuff like that. That is heavily regulated and it's very complicated. One of the biggest blocks were legal copy, because you have to be very careful what you say when it comes to regulations, but you also want to speak in a way that users understand how to use a product.

You have this battle with the company wanting to protect themselves on the legal side of things, but you also want users to do what they need to do, so that they are compliant. It's a matter of having conversations. I have and I believe as a writer, technical writer, UX writer, that you are always the advocate for the user. That means, sometimes you are going to have to fight, not fight physically, but I mean, you're going to have to voice your opinion and your concerns to product managers, to lawyers, to even marketing people and say, “You know what? This legalese is not going to work. People are not going to read that. They're not going to follow the steps. Can we say it in a better way, or can we put this legalese content somewhere else?” I've definitely done that level of pushback before.

There are some challenges with that. I would say, writing for any product that is heavily legalese, that can definitely be a challenge. Again, it's just having those conversations and not taking anything personally and just saying, “Okay. I hear you. I understand you want to talk

about that, but is the user at the end of the day going to understand? Are they going to follow suit?" That's how I deal with any blocks, per se. It's just having the conversations and focusing on the user.

**[00:18:01] TA:** Yeah, definitely as a UX designer, product designer, dealing that constant push and pull between the stakeholders of they think something should be a certain way, but then you're trying to say like, "Based off of the research, this is what the users actually want it to look like." On your side, how they would want it to say.

Something I've seen a lot is companies wanting to use certain lingo, because they think like, "Oh, that's a cool phrase, or this," but no one other than internally gets it, because that's just not how people outside of the business talk about that product, or that certain thing. Definitely being able to fight as you said, for the users, I feel is really important, just to help create a full product that is completely understood by the user.

**[00:18:51] KM:** Exactly. That's where having a style guide is very helpful. If the company that you're with doesn't have one, you definitely want to have a say in what the tone and the voice of the company is and how they communicate with external users. You definitely want to create one, or work with communications, or whomever to create one if one doesn't already exist, because then that will help you with the fight.

**[00:19:23] TA:** Yes, definitely. In the people of tech article, you mentioned Google is the only company I've worked for that requires my content to be translated into over 40 languages. What are the biggest hurdles you faced when translating copy for several languages for Google's AdWords?

**[00:19:43] KM:** One of them would be the character length. I can't remember off the top of my head, but let's just say the word click is C-L-I-C-K, five letters. It takes up not a lot of space. But in another language, it could take up 10-character spaces. We definitely have to get a little bit more creative, as far as how to say something, so that it translates into another language.

Yeah, that was the first time I've experienced that and it definitely helped me to get to the point even more so. That was one of the challenges. What's interesting is coding language is its own



language. It doesn't always get translated, so you have to be careful with that at times if you are mentioning any type of HTML, or whatever type of coding in the deliverable that you're writing. You have to figure out how to make it distinct, put it in its own snippet, for example, so that the language, the HTML, or whatever it is doesn't get translated, because that's its own thing. I remember some of those issues. Yeah, it was definitely challenging.

**[00:21:02] TA:** Well, I didn't even think about the code part of it. I was only thinking about the front-end of what they're reading. That's very interesting.

**[00:21:12] KM:** Yeah. Because if you're telling someone how to install a code, for example, then you definitely want to make it stand out from the rest of the text. Best practices to put it in its own snippet, or maybe some other companies will italicize it, or put a green, or something. They usually have some best practice, so that it doesn't get translated. Yeah, it was an interesting experience. It also adds time as well, so it's something you have to factor in with your launch. If a feature is coming out in a month, you have to make sure that your content is ready for the most part, like solid. Then give the translation team enough time to translate it in those languages.

Then sometimes, they come back and they're like, "Ah, this doesn't make any sense," so you have to say, "Okay. We'll put this out for now and then next launch, we'll make an update for this country." You just have to do what you have to do sometimes.

**[00:22:22] TA:** Yeah. Whenever you're translating, do you usually get someone that can look at the translations and say, "Okay. This is right or wrong"? Or is it one of those things you have to push out and then see if it's right or wrong?

**[00:22:36] KM:** No, no. Typically, like I said, after I'm done with my article or whatever the content is, it goes to the team and they are the one that trans – they translate it and make sure it all makes sense before we push it out to the public. Like I said, this is only something I've experienced with Google. I mean, it's a huge company and they have a global audience. They have a whole team to support that level of effort. Yeah, it's definitely a solid team.

**[00:23:08] TA:** Something I've learned after being in the product industry for over six years now is that I have particular products I like to work on, like mobile and now I'm getting into games. What's your favorite type of product to write copy for and why?

**[00:23:23] KM:** Well, all of my experiences have been web-based applications. I haven't worked on a game. I'm jealous.

**[00:23:32] TA:** It's not an actual game yet. I'm just in the process of creating my own.

**[00:23:38] KM:** Oh, okay. That's cool. No. I mean, literally, that's the thing about being a UX writer, or a technical writer. There are so many different web-based applications. I've mentioned, I've written for AdWords platforms, for financial platforms, HR platforms, so many different products. I could probably work for the next 20 years and still have unique experiences, even though I only work on web-based applications.

I have worked a little bit on mobile applications, but it's usually for the most complicated type of web-based applications that I've worked on. I enjoy it. I enjoy it, because you get to see the impact. You get to know that yeah, this application that you use every day to do XYZ, I help write that. Yeah, that's why I like my job.

**[00:24:40] TA:** Great, great. What are some common UX copy malpractices you see in products today?

**[00:24:45] KM:** I would say, like you mentioned, trying to be cool, instead of clear. Sometimes, you just need to get to the point. People attention spans are getting shorter and shorter as time goes on. If you're not 100% clear what you want the user to do next, then you could definitely lose them. I would just say, focus on the overall user experience and not trying to sound cool, because you want the user to do something. This is all intentional, right? You want them to go to the next tab, you want them to click the button, you want them to hit submit, you want them to buy whatever the action is. Just be clear, I would say and think about the user experience. Because I know for example, a lot of people can relate when they're applying for a job.

I hate 90% of job applications, because there's so many different fields and so many different tabs. It's four pages long. I'm like, "Ugh! I'm going to do this later." If you implement something,

like type form, or a way for them to save and encourage them to come back, if you make that experience just a little bit more easier, or more enjoyable, then you would have more applicants. Yeah, it's just thinking more about the user experience. I think more work should definitely be done in that area.

**[00:26:17] TA:** Yeah. I definitely relate to looking at different job applications, and even being just confused on what they're looking for, because they'll be like, "Are you a cool something?" They'll say characteristics about personality and it's like, just what about the technical part of the job?

**[00:26:38] KM:** Exactly. That's a great example.

**[00:26:41] TA:** How can someone get into UX writing as a full-time job?

**[00:26:45] KM:** I would say, get creative and start writing for applications that you use every day. Whether it's your app on your phone, or whatever application you use online, so let's say – for example, a job application. Start updating the copy yourself. You don't need to be there full-time to actually make improvements. There is some application that you use that could be improved. I would say start building your portfolio by writing. Definitely update your LinkedIn profile. If you are not on LinkedIn, you are missing out. Get on LinkedIn, start talking about your interest in UX writing, start using the hashtags, start following other UX writers and commenting on their work, share some of the projects that you're working on, just to gain more visibility, and update your resume and start applying. That's what I would recommend. It's certainly not a field that you should be very passive, where you just fill out a job application and hope that someone hires you. You have to put in a little bit more work.

[MESSAGE]

**[00:28:02] TA:** Did you listen to this episode before it launched? My e-mail club members are the only people who get access to this behind-the-scenes information. They're the first to know when I post a new blog post, launch new products and also share clips of the next podcast episode. This weekly e-mail is a way for you to see the behind the scenes of what new things are coming to UI Narrative.

I also share my weekly UI/UX inspirations, tips and challenges, so you get to see what my creative process is like each week. This next episode is about – Oh, wait. I can't tell you. You have to join the UI Narrative e-mail club to hear more. You can join at [uinarrative.com/emailclub](http://uinarrative.com/emailclub). That's [uinarrative.com/emailclub](http://uinarrative.com/emailclub). I have a lot to tell you, so I can't wait to talk to you soon.

[INTERVIEW CONTINUED]

**[00:28:51] TA:** How do you look for jobs in UX writing, or what are the titles usually and where can you find them?

**[00:28:57] KM:** LinkedIn. LinkedIn.

**[00:29:00] TA:** Get your LinkedIn, everyone.

**[00:29:02] KM:** Yes. This is very strategic and it's something that I teach in my course. Y'all are getting the tea. You have to search for recruiters, technical recruiters, or recruiters that work at the company you're interested in and reach out to them and see if there are sourcing for UX writing roles. Also, a quick search on LinkedIn, if you type in UX writer and hit enter, there's a tab that says jobs, or people. Click on both and explore the opportunities that are available, because sometimes you have companies that have ads for the job itself, and then you also have people who are saying, "Hey, my company is hiring a UX writer," so you also want to click on the people tab to see any mentions of the keyword UX writer.

**[00:29:56] TA:** All right, listeners. Are any of you just hearing about UX writing for the first time, or maybe you're interested in UX writing now that you've learned a little bit more about it? Well, you could get started today, because Kimmoy has a course on this. Kimmoy, can you tell us a little bit about your course Get Paid To Write and what inspired you and what can students learn in your course?

**[00:30:18] KM:** Get Paid To Write is my online course. I was inspired to create it, because I wanted to increase the awareness of this career field. To be honest, every single week, a recruiter is reaching out to me about a technical writing job, or a UX writing job, or something

similar. The opportunities are out there. I can't do them all, so I would love to inspire other people to get into this career.

My course offers some guidance on how to do just that. I walk you through how to create your portfolio. I give you some exercises. Then from there, I show you how to update your LinkedIn profile and how to update your resume and how to communicate with recruiters, so that you are able to get that interview and get that job. I'm happy to say that we have some success stories, so check them out at [keepingupwithkimmoy.com](http://keepingupwithkimmoy.com). Yeah, and I think you'll enjoy the course content. I try to make it as easy and fun as possible.

**[00:31:26] TA:** All right, and I'll have a link to that in the show notes.

[Keepingupwithkimmoy.com](http://Keepingupwithkimmoy.com). Kimmoy also has a five-day e-mail series, how to break into tech in five days. What's the intent for this series and what do you want people that sign up for this to walk away with?

**[00:31:44] KM:** The e-mail series is to get people who are curious about the field to get more understanding about what it is that technical writer, or UX writer does, how much they get paid, what do they do? All those common questions, what skill sets do you need to have? I address those in the five-day e-mail series. It's a way to get your wheels spinning and see if this is a career that you want to explore.

**[00:32:13] TA:** Yeah. If you're on the fence for – if UX writing is right for you, then please check out the e-mail series for more in-depth details about UX writing. Next, we're going to get into listener questions. I asked on Instagram stories and Twitter if you had any questions for a UX writer. Let's go through one of them. This first one is, "I'm not a writer, but is tech writing something that I can get good at over time?"

**[00:32:44] KM:** Absolutely. Yeah, of course. With anything, the more time you put into it, you can definitely get better. It's one of those things that you shouldn't just read about. I do recommend you read about UX copy, UX writing, but also practice yourself. I would say, create instructions on how to take a picture and post it on Instagram and give it to your grandma, or give it to someone who's not really into social media and see if they know how to follow the

instructions. That's how you are able to see the experience that someone has and how well you are able to communicate that. Yeah.

**[00:33:28] TA:** All right. That's all the listener answers for this week. As a reminder, you could be included in the next episode. Make sure to follow me on Instagram @UINarrative and Twitter @UINarrativeCO. I randomly ask questions that will be featured in an episode and answer your questions live on the show.

All right, so I like to end the show with a random question that's completely unrelated to what we've been talking about. My question for you is what's the grossest food you ever had to eat to be polite?

**[00:34:04] KM:** I don't eat to be polite. If something is gross, or I'm sorry, but I am not going to eat it. I can tell people, "Look, I'm sorry. I don't want to eat it. I'm good." Yeah, I've never done that. Yeah, I will be polite in other ways, but I'm definitely not going to eat anything that's remotely gross. So, nah. I'm not the one. I've been to several different countries. I'm the one recording my friends eating the scorpion and all that crazy stuff, worms and that –

**[00:34:42] TA:** Oh, no.

**[00:34:44] KM:** No, no, no.

**[00:34:47] TA:** Girl, no. Definitely not.

**[00:34:52] KM:** Yeah, I politely decline.

**[00:34:57] TA:** Yeah. The main time I remember where I ate something polite is with papaya. I really do not like papaya.

**[00:35:05] KM:** I don't either.

**[00:35:06] TA:** You don't? Girl, perfect. My dad had brought it home and he was so excited for us to try it, because he was like, "Oh, you're going to love it." I was eating it and I was like, "Yeah, it tastes good." Then when he turned around, I threw it away.

**[00:35:26] KM:** Yeah, no. That's so funny, because my dad loves papaya. I was like, that thing smells horrible. There's no way I'm eating that.

**[00:35:37] TA:** It does smell bad. It's so worse, much worse when you put it in your mouth.

**[00:35:42] KM:** Exactly. Hard pass.

**[00:35:47] TA:** I love that you do not like papaya, because my other friends are like, "Oh, papaya is great. You should try it in a smoothie." It's like, "Why would I put that in a smoothie?"

**[00:35:56] KM:** And ruin the smoothie.

**[00:35:57] TA:** Right. I want my smoothie to be fruity.

**[00:36:02] KM:** That's funny.

**[00:36:04] TA:** All right. Where can we connect with you online?

**[00:36:08] KM:** I am at [keepingupwithkimmoy.com](http://keepingupwithkimmoy.com). I am typically on Instagram sometimes, or Facebook. I would say, my website is the best place to go. That's where I have information for the listeners, for everyone.

**[00:36:26] TA:** Awesome. Well, you guys, you can find her portfolio of projects and companies she supported on her website, [techcopyexpert.com](http://techcopyexpert.com). If you'd like more training on UX writing, visit her website [keepingupwithkimmoy.com](http://keepingupwithkimmoy.com) for all those details and to say hello.

Also, tag me at UI Narrative or Kimmoy –

**[00:36:49] KM:** It's Kimmoy, K-I-M-M-O-Y as in Mary. Yeah, that's where I am.

**[00:36:57] TA:** All right. You'll find her there and just tag any women that you know that would be interested in becoming a UX writer. They could be someone that has experience in writing, or no experience with writing, just sharing with them that this could possibly be a way for them to break into the product design industry. I appreciate you taking the time to join us on this episode today, Kimmoy. I know, listeners are excited and just ready to see if UX writing is a career for them, now that they know that's an option.

**[00:37:30] KM:** Thank you so much. This was fun. I appreciate it.

[END OF INTERVIEW]

**[00:37:36] TA:** Thank you for listening to the UI Narrative Podcast. If you liked what you hear, make sure to show this podcast in love by commenting and subscribing where you listen. You can find me on Instagram and Facebook at UI Narrative, or Twitter @UINarrativeCO. I also respond to e-mails at [hello@uinarrative.com](mailto:hello@uinarrative.com). Talk to you later. Bye.

[END]