

Kira Hoffman

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Content Designer at Meta | Nov 2021-Present

As Content Designer for Reality Labs, I work on content strategy and UX design for Horizon. I specialize in gaming-oriented content and content that boosts representation, and enjoy finding opportunities to combine both to drive inclusion and support product goals. This work crosses multiple platforms, including Meta Quest (VR) and family of apps.

Most recently, I have been working on Meta Horizon's core gaming loop, while also supporting features that bridge the divide between Facebook and Meta Horizon mobile. Notable work:

- Developed content standards for how we bridge users from family of apps to Meta Horizon mobile
- Developed knowledge and backstory prompts to power AI NPCs for research and development
- Drove content strategy and cross-platform alignment to bring Meta Horizon quests to Facebook
- Created E2E content strategy ahead of our Connect showcase for two standout features

Previous to this, I also drove IA and taxonomy updates to prepare for the introduction of parametrics to the avatar editor, supported content design for features in the Horizon Worlds Asset Library, and was involved in the design and development of first-party worlds for VR.

Outside of direct projects, I have also taken on personal initiatives to improve our products. For example:

- I led Meta Horizon content accessibility initiatives and resolved accessibility issues across Horizon experiences to prepare for the European Accessibility Act
- I consulted on content for Berkeley's [Inclusive Digital Avatar Guide](#)
- I co-led a CD office hours for Horizon Worlds design and eng partners

UX Writer at Ubisoft | June 2020-October 2021

As the first UX Writer on Rainbow Six Siege's UX Design team, I regularly collaborated and cross-communicated with designers, project cells, localization experts, and other stakeholders located in multiple countries around the world. I developed writing guidelines to ensure that all microcopy (whether that be in-game feedback, HUD copy, or menu copy) was clear, concise, useful, and consistent. Upon being hired, I also spoke to over thirty stakeholders to understand the current processes in place and used the information I gathered to streamline the existing microcopy creation process.

UX Writer at Carta | October 2019-April 2020

As the first UX Writer on Carta's design team, I conducted comprehensive microcopy audits of Carta's web and mobile products, and developed UX writing documentation and guidelines. I also actively worked with Product Managers, Product Designers, and Design Technologists to improve Carta's standards for microcopy and content design.

Marketing Associate at Kik Interactive | April 2019-October 2019

I consulted with multiple departments at Kik to help build and improve internal and external brand communications. I created fresh microcopy for new components of Kik Messenger, assisted with press communications and gathered insights from PR coverage. In October 2019, the Kik office was acquired by Carta (above).

Digital Content and Communications at SpeakFeel | Contract: March 2018-December 2018

SpeakFeel is a software development firm located in Guelph, Ontario. I was hired to create a voice for the brand and optimize digital content for the company's online channels. During my time there, I also crafted press releases, conducted product/brand research, and created microcopy for select products. Additionally, I managed the creation of SpeakFeel's new website and created a social media calendar and overarching communications strategy.

Freelance Copywriting and Communications – Self Employed | Sept 2013-2018

As a freelance copywriter, I worked for dozens of different clients across Canada and have wrote content and copy for a variety of platforms. Aside from crafting print copy, mobile microcopy, and web content, I've also helped brands develop digital marketing and communications strategies.

Education

Masters of Digital Experience Innovation at University of Waterloo | Grad. 2021

The MDEI program provides students with advanced learning in the areas of marketing, UX, digital media, product development, and project management.

Game Writing Academy at UBC | Finished 2018

An online continuing education program that offers courses about video game writing. Learned to create beat charts, character personas, long and short-form narrative pitches, and scripts.
Course Completed: Video Game Narrative

Honours Specialization in Women's Studies (BA) at Western University | Grad. 2015

Completed an Honours Specialization in Women's Studies and Feminist Research and a Minor in Gender, Sexuality, and Culture