# Kira Hoffman

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**Portfolio:** https://www.hoffmankira.com/

- Proficient in Figma/FigJam, Miro, Google Suite, Jira, and shipping code with AI tools
- Experienced in designing content for mobile, web, console gaming, and VR platforms
- Easily collaborates with stakeholders across design, product, legal, policy, and art to de-risk designs and produce global content experienced by millions

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**UX and Content Design – Self Employed |** June 2026-Present

I am a UX and content designer with expertise in content quality, representation, and games (both the consumer and creator side). I consult on AI systems and evaluation.

**Content Designer at Meta |** Nov 2021-May 2026

Last three performance reviews: Exceeds Expectations

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

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

- Developed content standards for how we upsell and bridge users from family of apps to Horizon mobile (including patterns for components, CTAs, naming, education, etc.)
- Drove content strategy and cross-platform alignment to bring Horizon quests to Facebook
- Led avatar editor content and taxonomy redesign to accommodate a brand new style of avatar and introduce parametric slider customization to users
- Conceptualized the creative and designed the narratives for 6 AI NPCs for user research
- Created E2E content strategy ahead of Connect and GDC for multiple standout features

Outside of direct projects, I also took on personal initiatives to improve our products:

- Led Meta Horizon content accessibility initiatives and resolved accessibility issues across Horizon experiences to prepare for the European Accessibility Act, preventing products from being pulled for European audiences
- Consulted on content for Berkeley's Inclusive Digital Avatar Guide
- 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. Notable work:

- Created seasonal updates and patch notes content for distribution to game's audience
- Designed new content and standards for game menus
- Created descriptive UX content to accompany tutorial videos on devices and operators
- Planned names and descriptions for new devices (ex. Gonne-6 weaponry naming)
- Created and tested dynamic in-game content for seasonal events

**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.

- Established company-wide UX writing standards for mobile and web, and integrated word counts and content standards into design systems
- Audited financial terminology to understand content needs, and proposed alternatives to inconsistently used or incoherent terminology to improve financial literacy

**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 website and created a social media calendar and overarching communications strategy.

**Freelance Copywriting and Communications – Self Employed |** Sept 2013-2019

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

## Education

**Master's in Digital Experience Innovation at University of Waterloo |** Grad. 2021

I completed my Master's in Digital Experience Innovation. This degree provided advanced learnings in building teams, brainstorming and designing experiences, and taking a product from ideation and development to launch. The capstone project expanded my skills in entrepreneurship and allowed me to put my learnings into practice.

Skills: Project Management, Product Development, UX, and Marketing

**Game Writing Academy at UBC |** Finished 2018

An online continuing education program that offers courses about video game writing. I learned to create beat charts, character personas, long and short-form narrative pitches, and scripts.

*Course Completed: Video Game Narrative*

Skills: Narrative Design

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

I completed an Honours Specialization in Women's Studies and a minor in Gender, Sexuality, and Culture. This degree enabled me to think critically about the impact of practices, theories, and disciplines on communities around the world, and gave me the tools to assess inclusivity, and consider intersectionality and historical context to identify gaps in representation.

*Graduated with Distinction*

Skills: Critical Thinking, Gender-Inclusive Language, Fostering Inclusivity