

Jaime Lutz

UX Writer and Editor | jaimeLutz.com

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New York City

EXPERIENCE

Preset, NYC — Writer

FEB. 2022 - PRESENT

- Writes 5 1-minute telescripts a week for Preset (FKA Hype), an app with motivational coaching videos by charismatic hosts.
- Develops video categories for user interaction.
- Leads ideation meetings to incorporate data-driven research into existing scripts.
- Identifies opportunities for increased interactivity and accessibility.

Freelance, NYC — Consultant Writer/Editor

MAR. 2020 - FEB. 2022

- Project-based writer and researcher in the media and entertainment sectors.
- Consultant work included:
 - Question-writer and segment associate producer for *The Wall*, the NBC game show hosted by Chris Hardwick.
 - Proofreader and copy editor for Callisto Media book titles including “How to Learn Tarot,” “The Foraging Cookbook,” and “Crossword Puzzles for Kids.”
 - Writer of SEO-driven history blog posts for Static Media.

HQ Trivia, NYC — Senior Writer/Editor

MAR. 2018 - FEB. 2020

- Wrote for hosts on multiple game shows, including the Emmy-nominated *HQ Trivia*, *HQ Words* and *HQ Sports*, for an audience of up to 3 million.
- Directed daily rehearsals and edits for “HQ Words.”
- Generated ideas for themed shows, special prizes, and celebrity guest hosts.
- Developed a push notification strategy
- Designed the incentives for app retention
- Coauthored app content strategy
- Managed and provided feedback to a stable of 5+ freelance writers.
- Managed daily publishing schedule for each show.

SKILLS

Adobe Photoshop

HTML/CSS/Javascript

Wordpress / CMS Design

Blogging / Social Media / SEO

Google Office Suite

Microsoft Office Suite

Figma

Adobe XD

Prototype Design

PUBLICATIONS

Time Out New York

New York magazine

The Boston Globe

The Star-Ledger

Brooklyn Paper

ABC News

CERTIFICATIONS

Google UX Design (in progress)

EDUCATION

Boston University,
Boston, MA — BS/BA

Double bachelor’s degree in journalism and political science.