

# Tuba Karim

*Content Designer | UX Writer | Project Manager*



New York



917-544-6590



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tubakarim.com



<https://www.linkedin.com/in/tuba-karim/>

## Experience

### **Content Designer & Translation Manager**

Limbix

November 2022 - July 2023

- Collaborated with agile cross-functional teams, to craft empathetic and delightful customer focused experiences for SparkRx, a mobile app for adolescent depression.
- Partnered with clinicians to distill core principles of Cognitive Behavioral Therapy (CBT) into accessible language suitable for young audiences, adhering to industry best practices and legal/regulatory requirements.
- Produced user interface (UI) and user experience (UX) copy, including error messages, tooltips, and onboarding instructions, to improve comprehension and usability by ~5%. Feature enhancements also led to ~15% increase in level completion and ~8% increase in overall program completion.
- Partnered with product designers on page layout, interactions, and visual tone, creating a cohesive end-to-end experience.
- Refined language based on data-driven insights from UX research and human factors testing, aiming for continuous improvement while adhering to safety guidelines.
- Crafted educational user guides, clinician instructions for use, and support materials, applying content design principles and methodologies to facilitate a thorough understanding of the app.
- Maintained content style guides and voice/tone guidelines to establish a cohesive brand voice across all Limbix products.
- Leveraged critical thinking skills to participate throughout the product lifecycle, from big-picture brainstorming to execution, in alignment with Limbix's value proposition and business requirements.
- Built the foundation for app localization and clinical trial translation at Limbix, defining best practices to support global expansion to South Korea and enhancing inclusivity in medical research participation.
- Coordinated cross-functional teams, translation vendors, and global partners to deliver culturally relevant content across multiple projects and languages.
- Developed and maintained translation style guides and terms glossaries to articulate complex clinical concepts across multiple languages, save tens of hours of additional work, and reduce costs by 30%.
- Conducted thorough quality assurance checks, app functionality tests, and linguistic reviews of source and translated content, ensuring seamless experiences across languages and locales.

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## Experience (cont.)

### **Marketing Content Writer**

Limbix

January 2022 - November 2022

- Leveraged creative writing skills to create short- and long-form web content, including press releases, website pages, social media copy, communications, and blog posts, to market Limbix and its products.
- Produced concise, conversational marketing copy for a variety of audiences, working individually and in collaboration with subject matter experts.
- Developed recruitment materials, ad copy, onboarding presentations, scripts, landing pages, and mental health resources for clinical trials, within the confines of research regulations.
- Collaborated with marketing teammates to develop Limbix's social media strategy, aligning themes, messaging, tone, and posting schedules to optimize engagement and brand presence across platforms.
- Implemented a social media calendar for effective content planning and organization, ensuring timely delivery and alignment with marketing initiatives. Utilized CMS platforms for channel management.
- Monitored social media metrics (engagement, conversion rates), conducted industry and competitor research, and utilized data insights to optimize future marketing strategies.
- Reviewed and provided constructive feedback to junior marketing content writers, mentoring their professional development and guiding their adherence to industry best practices and brand voice.

### **Senior Program Coordinator | Program Coordinator**

Boston Children's Hospital | Innovation & Digital Health Accelerator (IDHA)

February 2019 - December 2021

- Authored newsletters and innovator interviews for internal and external audiences.
- Collaborated with RubiconMD's marketing team on clinician blog posts, coordinating social media promotion of the posts with Boston Children's marketing team.
- Created creative social media copy for a digital health event at the HLTH conference.
- Designed compelling visual materials for Accelerator portfolio projects, including flyers, banners, infographics, newsletters, and posters. Produced, edited, and wrote scripts for various video projects.
- Managed the department's external website on WordPress, implementing regular content and design updates for an engaging user experience.

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## Experience (cont.)

### **Patient Experience Representative**

Boston Children's Hospital

February 2018 - February 2019

- Conducted comprehensive data analysis for inpatient surgical units, providing valuable insights to support decision-making and process improvement.
- Developed and implemented data collection models, resulting in increased accuracy and efficiency in data management.
- Streamlined departmental requisitions to enhance administrative processes, reducing processing time.
- Collaborated with providers and cross-functional teams to ensure smooth patient and visitor flow, leading to improved operational efficiency and patient satisfaction.
- Monitored daily operations, identifying bottlenecks and implementing targeted solutions.

## Education

### **Boston University**

Master of Public Health | Healthcare Management

09/2017 - 01/2019

### **Stony Brook University**

BS in Biology

09/2011 - 05/2015

## Skills and Certificates

- Figma / Miro / Adobe Suite
- Jira
- Wordpress / HubSpot
- Google Suite
- Microsoft Office (Word, Excel, PowerPoint)
- Bilingual
- B2B & B2C experience
- Professional writing
- TOPIK I (Test of Proficiency in Korean)
- Lean Six Sigma Green Belt