

# Natasha Lesser

natasha.lessner@gmail.com  
linkedin.com/in/natashalesser  
410.303.5232

---

## Experience

### **Roku / Senior UX Writer & Content Strategist**

2022 – Present, Remote working with teams in San Jose, NYC, Austin, Cambridge, Bengaluru  
Cross-functional content lead. Develop cohesive narratives and unified brand voice across multiple platforms and touch points. Shape product experience by creating engaging copy that helps people get what they need quickly and easily. Collaborate with UX designers, researchers, product managers, localization, engineers, marketing, and legal. Focus on subscriptions, payments, recommendations, T-commerce, privacy, content and developer tools, customer support, and AI bots. My copy updates on the add payment page led significant increases in overall signup rates, adding millions of dollars in revenue.

### **The Hatcher Group / Vice President**

2019 – 2022, Baltimore, MD

Led development, coordination, and implementation of marketing and communication strategies and multi-platform campaigns that supported the mission-driven clients of this Bethesda, MD communications and marketing firm. Oversaw projects and client relationships. Managed Baltimore office, public health practice, and video production teams. Clients included the CDC, the Anne Arundel County Department of Public Health, the Open Society Institute, and the Abell Foundation. The vote-by-mail campaign I developed for Baltimore Votes for the 2020 elections resulted in highest-ever percentage of vote-by-mail and absentee ballots in Maryland.

### **Little Chairs / Founder**

2013 – 2019, Baltimore, MD

Founded and ran boutique agency specializing in UX and web design, content strategy, communications, and content development. Clients included University of Maryland Medical Center, Global Virus Network, Philips Healthcare, PDK International, SEIU, Urban Land Institute, and IMG Models.

### **Freelance / Writer, Reporter, Producer**

2005 – 2019, Baltimore, MD

Wrote for The Baltimore Sun, Baltimore Style, Fodor's, and Zagat's. On-air reporter for WYPR, Baltimore's public radio station, covering topics such as high rate of kidney failure in Baltimore and an innovative syphilis treatment program. Produced and edited videos for Pinecone Creative Media; clients included nonprofits and foundations. Researcher for *Serial* podcast.

### **Threespot / Senior Content Strategist**

2012 – 2013, Washington, DC

Developed and implemented content strategies and created high-impact content across various platforms for this interactive agency focused on nonprofits, foundations, government agencies, and other mission-driven organizations. Clients included the National Park Service, the Robert Wood Johnson Foundation, and the Pew Charitable Trust.

## **Towson University / Web Strategy Consultant**

2005 – 2011, Towson, MD

Led multi-year, comprehensive site redesign for Towson University. Oversaw web strategy, and developed digital communications campaigns for specific divisions and departments, including Undergraduate and Graduate Admissions. Managed cross-functional teams, projects, and client relationships with key stakeholders across the university, including faculty to senior-level administration.

## **MVBMS Fuel / Senior Information Architect**

Feb 2001 – Apr 2002, New York, NY

Built and managed information architecture department of the interactive division of this advertising agency. Led user experience and content strategy for major site redesign projects. Clients included New Balance, Volvo, International Paper, and Intel, and Catholic Big Sisters.

## **AGENCY.com / Information Architect**

Sep 1999 – Jan 2001, New York, NY

Developed comprehensive user experience designs and content strategies for brands including British Airways and Gucci.

## **Fodor's Travel / Editor**

Sep 1995– Sep 1999, New York, NY

Edited travel guidebooks to France, Vietnam, Turkey, Argentina, Israel, New Mexico, the Pacific Northwest and elsewhere. Developed content, prepared budgets, hired and managed freelance writers, edited manuscripts, and traveled to destinations.

---

## **Amherst College / B.A.**

English. Semester abroad in Kenya.

## **University of Iowa / M.A.**

Comparative literature. Teaching assistant.

## **MICA/Johns Hopkins University**

Graduate coursework in film and video toward MFA (ongoing).

**Additional studies:** Graphic design course with Milton Glazer at School of Visual Arts; graduate studies in cinema and history at Ecoles des Hautes Etudes (EHESS); summer courses in art history and French at the University of California, Berkeley.

## **Education**