NISCHAL KELWADKAR

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EXPERIENCE

UX Content Designer II – Intuit *October 2023 – Present*

- Lead content design for high-stakes, compliance-critical professional tax products within Intuit's ProTax Group, designing member-facing experiences across sensitive product surfaces that uphold trust, accuracy, and regulatory integrity for professional accountants nationwide.
- Own end-to-end content strategy for in-product help systems—identifying high-risk inputs and delivering contextual guidance that enables members to self-solve without contacting support, directly reducing call handle time and repeat requests.
- Partner closely with legal, compliance, privacy, tax development, and engineering teams to ensure all member-facing content meets evolving regulatory requirements, balancing company obligations with member trust and comprehension.
- Establish scalable information architecture, voice & tone guidelines, terminology systems, and deep-linking frameworks that surface precise, trustworthy answers at the moment of member need across multiple products.
- Define and lead multiple concurrent content initiatives simultaneously, partnering closely with product designers and engineering to communicate effectively across member-facing interfaces and internal tooling.
- Present content strategy, design rationale, and recommendations to cross-functional stakeholders and leadership, advocating for language approaches that balance compliance obligations with clear, supportive member experiences.

Selected Impact & Initiatives

- Built an AI-powered content system by programmatically structuring ~4,000 help articles across the product suite, preserving metadata and URLs to enable faster authoring, consolidation, and QA—presented to leadership as a scalable content infrastructure model.
- Automated the daily update workflow for compliance-critical help articles across two products, replacing a multi-step manual process with Python scripts that generate article-ready HTML—reducing update time from 60+ minutes to under 5 seconds while eliminating systematic accuracy errors.
- Consulted on in-game content for Prosperity Quest, Intuit's nationally recognized Web3D financial literacy game—playtesting the demo build and delivering UX content recommendations to improve clarity, instructional flow, and player experience.
- Designed scalable language frameworks and content patterns reused across multiple product lines, enabling consistent terminology and voice across the product ecosystem.
- Extended content systems to support Canadian tax products and bilingual (EN/FR) content across multiple surfaces, enabling regional parity and mentoring team members on setup and maintenance.
- Created product-specific internal GPTs to support content reuse at scale; partnered with the TurboTax consumer organization to build a parallel AI-assisted content system supporting article development and video script writing.

UX Content Designer – CGI Inc. *June 2021 – June 2023*

- Designed UX content for complex, high-stakes B2B platforms for AT&T Business—translating dense technical, legal, and contractual requirements into clear, actionable UI language that helped enterprise users make confident decisions across sensitive product flows.
- Partnered with product designers, engineers, and client stakeholders to define information architecture, scalable content patterns, and voice & tone frameworks for business-facing products serving enterprise customers with multi-location service needs.
- Mapped and improved user journeys and content flows across multiple surfaces through journey maps, personas, wireframes, and prototypes—surfacing risk points, edge cases, and moments of potential user confusion.
- Presented content strategy and design rationale to cross-functional stakeholders and clients, embedding deeply within the design organization to move work forward through the lens of content.

Project Manager – Eisenberg Inc. *March 2021 – June 2021*

- Managed multiple concurrent projects from planning through execution, coordinating timelines, deliverables, and cross-functional communication across clients, designers, and vendors.

Web Content Writer – University of North Texas *September 2019 – June 2020*

- Produced editorial content for the UNT Technical Communication website through faculty, student, and industry interviews; collaborated with writers and designers to plan, draft, and publish content aligned with editorial and accessibility standards.

SKILLS

Content Design · UX Writing · Content Strategy · Information Architecture · Trust & Safety UX · In-product Help Systems · Voice & Tone · Terminology Systems · Scalable Language Frameworks · AI-assisted Content Workflows · End-to-End Feature Development · Cross-functional Collaboration · Stakeholder Presentations · Legal, Privacy & Compliance Partnership

TOOLS

Figma · Python (scripting & automation) · GitHub · Adobe Creative Suite · CSV/XML · WordPress (Gutenberg) · JIRA · Confluence · Google Analytics · Slack

EDUCATION

University of North Texas
B.S. in Professional & Technical Communication · Minor: English (Creative Writing Focus)