Subah Shekar

Staff Content Designer | Content Strategy | UX Writing

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Portfolio: www.subahsportfolio.com | LinkedIn: linkedin.com/in/subah

PROFESSIONAL SUMMARY

Content design leader with 16+ years across content, digital experiences, and campaign operations. Shapes complex enterprise SaaS and fintech journeys, builds reusable content standards, and mentors designers. Combines regulatory UX expertise, cross-functional leadership, and AI-assisted prototyping.

SKILLS

Content strategy; UX writing; design system content patterns; voice and tone; content governance; regulatory UX; KYC and identity verification; onboarding; conversational content; mentoring; AI-assisted prototyping.

PROFESSIONAL EXPERIENCE

Staff Content Designer | Salesforce | Bangalore | Jan 2026 - Present

• Lead Service Cloud content design across Agentforce Contact Center, Agentforce Voice, Workforce Management, and Workforce Scheduling.

• Develop Content Design Pattern Library guidance and reusable patterns; use AI-powered prototyping across monthly releases.

Senior Content Designer | PayPal | Bangalore | May 2023 - Jan 2026

• Led KYC, identity verification, merchant onboarding, and customer-protection content strategy across India, the UK, and other global markets.

• Designed India KYC guidance for DigiLocker and video verification, plus empathetic UK gambling-control and vulnerable-customer journeys.

• Created a compliance content playbook; aligned Product, Design, Research, Legal, Compliance, and Engineering; mentored early-career designers.

Senior UX Writer | ADDX | Singapore | May 2022 - Apr 2023

• As ADDX’s first UX writer, established strategy, terminology, tone, and a shared style guide.

• Shaped investor onboarding, profiling, KYC/FATCA reverification, notifications, search, and filters with design and research partners.

Consultant (Principal UX Writer) | Dell International Services India Pvt Ltd | Bangalore | Jun 2021 - May 2022

• Led Dell Design System 2.0 content guidance and patterns; redesigned MyFinancials order-management content and developed team enablement materials.

Senior UX Writer (Executive) | PhonePe Private Limited | Bangalore | Jan 2020 - May 2021

• Led content for customer journeys, grievances, FAQs, errors, chatbot interactions, and new-feature messaging.

Earlier Experience

Senior Content Writer (Associate), Cognizant Technology Solutions | Apr 2018 - Jan 2020
Intuit QuickBooks Desktop UX content; AEM migrations for Jumeirah and 10,000+ Olam pages.

Copy Writer, Position2 | Jul 2017 - Dec 2017

Senior Content Writer (Associate), Cognizant Technology Solutions | Aug 2014 - Jul 2017

Level 3 Process Specialist & Quality Analyst, Infosys BPO Limited (Telstra) | Jun 2013 - May 2014

Level 4 Campaign Manager, Enqos Software Technologies Pvt Ltd | Aug 2010 - May 2013

EDUCATION AND CERTIFICATION

Executive MBA, Marketing Management — Alliance School of Business, Bangalore
BA, English and Communication Skills — Ethiraj College for Women, Chennai
Google UX Design Professional Certificate