



Who I am

I design and write products that convert and people love. Over 15+ years, I've built content design and conversation design practices from scratch at some of Europe's most recognisable tech companies, grown multidisciplinary teams, and I still do the craft myself: high-stakes UX, conversation design, a high craft bar.

In-house, full time

Pleo Sep 2025–present

Director of Product Design & Head of Content Design

Spend management platform serving 30,000+ businesses across Europe

- Leading a multidisciplinary team of 13 across product design, content design, user research, and localization, spanning 18 markets
- Design Director for Agentic, Pleo's mobile app, self-serve, and onboarding experiences
- Hands-on conversation design for AI-powered features: agent behaviour, prompt design, message systems
- **Launched writer.md, Pleo's first company-wide content framework**, informing every product surface and marketing

Wolt (DoorDash) Jun 2023–Sep 2025

Content Design Lead

Global delivery platform in 25+ countries, acquired by DoorDash

- Established Wolt's content design practice from scratch: style guides, component-level copy patterns, AI tooling, a shared glossary across markets
- Led a dedicated team of content designers while owning the highest-priority IC work myself
- Owned content for Wolt's first B2B self-serve experience; **self-serve replaced 100% of onboarding for SMBs**

Spotify Dec 2019–May 2023

UX Writer & Senior UX Writer

Global audio streaming platform with 600M+ users across 180+ markets

- Dedicated UX Writer to the Design Systems team, shaping language at component level for 60+ UX writers and 200+ designers
- **Drove a 70% increase in design system adoption across 600+ designers and engineers**
- Doubled style guide compliance, with a 70% acceptance rate for suggested copy
- UX Writer for the Soundtrap Hub and Platform Partner Experiences

Contracts & consulting

ZOE · Content & Conversation Designer 2026

Rebuilt the prompt architecture and voice for ZOE's AI coach, consolidated tone and voice, and established conversation design

Miro · Lead Content Designer Jun 2023–Dec 2024

Content design across Miro's core consumer products, including Miro AI

Mentimeter · Staff Content Designer Aug 2022–May 2023

Established content design foundations; supported brand messaging and the B2B design team

Chan Zuckerberg Initiative · Lead Content Designer Jan 2020–Apr 2023

Led content design and strategy on Along.org from 0 to 1: 85% onboarding completion, 72–81% email click-through rates, and **a spot on TIME's Best Inventions list**

Berghs School of Communication · Course Director Sep 2019–Mar 2024

Taught content marketing for 5 semesters online, then led the 3-day in-person Content Design bootcamp

Plus consulting engagements with Position Green, iZettle, Einride, Happy Socks, SAS EuroBonus, and dozens more. On-going lectures at Hyper Island. Portfolio at nicoletells.com.

What I do

Content design	Conversation design
UX writing	Design leadership
AI implementation	Content strategy
Copywriting	Localization
Teaching	

Where I studied

MSc Marketing

Stockholm University, 2014–2016

BA Business Administration

HTW Dresden, 2014

Digital Marketing + Facilitation

Hyper Island

Languages

English	native
German	native
Swedish	professional

My corners of the internet

Content Rookie

The podcast for anyone finding their way in UX and content

Eggwoman on Substack

Essays on creativity and the human experience

@nicoletells on Medium

The craft of UX, and writing beautiful experiences

Off the clock

Born in Germany, raised in New York, settled in Stockholm. Published poet. Potter. Painter.