# Nicole Alexandra

Writer. Designer. Leader.

hi@nicoletells.com
+46 707 193 549
nicoletells.com
Stockholm, Sweden

## 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

- Product design
- 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.