

HAFSA GHANI

CONTENT DESIGNER / UX WRITER

☎ +971585449659 ✉ hafsaghani@gmail.com

MY APPROACH

I specialize in crafting content that is engaging, concise, and accessible. My goal is to write for curious yet impatient readers, ensuring every word serves a purpose while keeping users informed and engaged.

MY KEY SKILLS

UX Writing - Microcopy - Content Strategy - Design Thinking- Information Architecture - User Research Analysis - Collaboration - Inclusivity & Accessibility - User Empathy

Portfolio website: hafsaghani.com 

Industries: Fintech, e-commerce, and lifestyle.

Work types: B2B and B2C content across UX, marketing, and brand storytelling

Scope: End-to-end user flows, onboarding, emails, alerts, notifications, campaigns

Focus: Clear, usable content rooted in product and content strategy

MY WORK EXPERIENCE

Shark Bay (Agency), Government of Ras Al Khaimah (Client)

JANUARY 2025 -

Content Lead (Freelance)

APRIL 2025

I led content strategy and UX writing for the redesign of the RAK.ae and RAK Courts websites.

- Story-driven content planning: I helped transform RAK.ae into a more engaging, narrative-led platform while maintaining accessibility across all sections.
- UX writing and content design: I created clear, functional content that supported seamless user journeys across both government websites.
- Information architecture: I restructured and mapped content to improve navigation, usability, and overall site logic.
- Content strategy and collaboration: I worked closely with government representatives, legal teams, and product designers to ensure content aligned with strategic goals and user needs.
- Content QA and testing: I reviewed content across design and development stages to maintain quality, consistency, and clarity.

RAKBANK (Bank)

DECEMBER 2024 -

Senior Content Designer (Freelance)

JANUARY 2025

At RAKBANK, I worked as a Content Designer on a two-month contract within the Protego squad, contributing to the development of their digital insurance platform.

- Optimized website content and insurance application flows for the Protego website to ensure clarity, engagement, and a more enjoyable user experience.
- Collaborated with product designers and product owners to align content strategies by identifying clear product goals.
- Partnered with an Arabic writer to produce contextual translations, prioritizing cultural relevance and accuracy over traditional handoff processes.
- Conducted user research to understand audience needs, tailoring content to improve engagement and usability.
- Conducted QA testing on content to ensure accuracy across the website and proper alignment between design and development.

Paymob (Fintech)

MAY 2023 -

Content Designer II

DECEMBER 2024

At Paymob, I crafted clear, engaging, and user-centric content that enhanced the digital finance experience while embodying Paymob's tone of voice.

- Wrote concise, intuitive UX copy for dashboards, user flows, error messages, and mobile app interfaces, ensuring clarity and consistency.
- Collaborated with Product Design, Research, and cross-functional teams—including designers, developers, product managers, and marketers—to align content with customer needs and business objectives.
- Audited & improved content based on user feedback and analytics, optimizing for engagement and seamless user flow.
- Ensured content uniformity by adhering to tone of voice guidelines and creating a guide for content practices, covering accessibility, localization, and consistency.
- Partnered with the Marketing team to secure accurate Arabic translations of UX flows, preserving clarity and intent in all user-facing content.

JUNE 2022 -

MAY 2023

At Mamo Pay, I wrote, owned, and led content across all internal and external touchpoints, ensuring clarity and consistency.

- Led the content strategy for B2B and B2C audiences, delivering user-focused content across web, sales emails, SMS, chatbots, and marketing channels.
- Developed and executed content plans aligned with product goals and brand objectives to drive engagement and improve user experiences.
- Collaborated with designers and product managers to structure content that addressed user needs, contributing to information architecture and journey mapping.
- Delivered content aligned with KPIs, focusing on brand reach, user engagement, and a seamless product experience.

APRIL 2022 -

JUNE 2022

At Etisalat, I worked on the Smiles app - overseeing all marketing and UX content, ensuring a consistent and engaging user experience across platforms.

- Planned and executed content for weekly campaigns featuring exclusive deals to drive user engagement.
- Edited and proofread daily content for push notifications and emails sent to users across the UAE.

NOVEMBER 2021 -

APRIL 2022

At The Hanging House, I wrote, edited, and proofread engaging proposals and internal copy, collaborating with teams to ensure high-quality, on-brand content.

- Wrote proposals for leading clients in the MENA region, including du, NEOM, Dubai Municipality, and Reckitt Benckiser.
- Researched source information from various brands to create informative, on-brand write-ups, while suggesting creative ideas that aligned with client preferences and brand image.
- Collaborated with project managers and designers to complete high-priority proposals.
- Curated internal copy for The Hanging House, including blogs, newsletters, website content, and UX content for internal software.

MY EDUCATION

UNIVERSITY, CLASS OF 2020

HABIB UNIVERSITY

Bachelors in Communication & Design.

SUMMER PROGRAM, COHORT OF 2019

UNIVERSITY OF IOWA

Creative Writing Diploma