

# JAFF SABET

UX Copywriter / Designer

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## WORK EXPERIENCE

**Senior Copywriter, Apple**, Cupertino, CA | 2022 - 2023

Clients: Apple

- Drove, owned, and iterated on Apple's brand identity for elements that touched all areas of the customer journey—including site experience, e-commerce purchasing flow, digital marketing, and more.
- Contributed to developing Apple's creative messaging strategy by keeping up with industry trends, best practices, and the competitive landscape, collaborating with creative leadership, business owners, and other cross-functional stakeholders to translate specific business objectives into actionable ideas, messages, and content.
- Worked on the full lifecycle of projects—concept, development, refinement, and execution.
- Conceptualized and executed pitches and concepts to gain leadership alignment on creative and strategy.
- Represented and rationalized work in weekly leadership creative reviews.
- Acted as a brand filter and quality control for all team's work. Represented the creative team by asking questions, challenging the status quo, and presented and defended our work to stakeholders at every stage.
- Developed creative executions that met our business and brand objectives and elicited positive customer feedback.
- Improved access to Apple's online shopping experiences for people with disabilities.
- Self-managed workload, synthesized creative feedback, adhered to timelines, balanced priorities and refining strategies.
- I worked as a valuable creative thought partner and leader alongside the designers, content strategists, engineers, and Creative Directors - partnering with them at every stage to eliminate barriers and build better, more thoughtful, inclusive, and cohesive work.
- Helped create a more inclusive environment of ideas.
- Creative messaging and implementation of 'Shop with a Specialist'. A new way for customers to purchase iPhones.
- Edited portions of the iPad buy flow.

**Senior Copywriter / Brand Strategist, Forward Health**, San Francisco, CA | 2021

Clients: Forward Health

- Worked directly with stakeholders and strategists to craft the brand's messaging and strategic direction.
- Wrote commercials and radio spots to help with branding efforts.

**Senior Copywriter, adidas global DBC, Amsterdam, Noord-Holland | 2016 - 2018**

Clients: adidas, Reebok.

- Developed UX and wrote messaging for the adidas 'Hype Launch'. The official app to reserve and buy the rarest, most sought-after adidas products.
- Tasked with creating concepts, shooting assets, writing copy, and executing global campaigns from creative briefs.
- Teamed up with art directors and graphic designers to conceptualize and produce content for weekly, monthly, and quarterly product launches.
- Assisted with the redesign of adidas e-com support pages and wrote pertinent technical product information.
- Created stand-alone integrations and commercials with athletes and brand influencers.
- Designed unique in-house experiences for the New York and London flagship adidas stores.
- Worked hand-in-hand with translation teams to ensure that all messaging functioned seamlessly in every language across the EMEA + APAC.
- Provided e-com copy deliverables and updates, adhering to short, agile sprint cycles.
- Streamlined the UX and provided messaging for all customer-facing emails found along the order process.
- Rewrote the brand copy guidelines to aid copy teams and external agencies.
- Evaluated the adidas e-com experience and itemized missing or out-of-date content.
- Illustrated and storyboarded commercial concepts for production teams.

**Senior Copywriter / UX Designer, Pappas Group, San Francisco, CA | 2014**

Clients: Mocana

- Worked with the entire creative team to research, analyze, concept, and develop a compelling customer experience.
- Provided the brand voice, messaging, and product naming for the rebranding of Mocana, an enterprise data encryption company.
- Wrote Mocana's technical white pages to help developers interact with the extent of Mocana's software capabilities.
- Partnered with senior creatives to develop a clean, effective branding and style guidelines.

**Senior Copywriter, Yahoo Brand Creative Group, Sunnyvale, CA | 2014**

Clients: Yahoo, Yahoo Sports, Yahoo Music, Yahoo Mail + Paperless Post, Yahoo + San Francisco Giants.

- Tasked with creating concepts, writing copy, and presenting campaigns to project managers and stakeholders.
- Reviewed and managed the junior copy team.
- Wrote email collateral and developed interactive work for the Yahoo On the Road Music tour.
- Developed UX and messaging for Yahoo Mail's Paperless Post integrations.

**Senior Copywriter / UX Designer, Momentum Design Lab., San Francisco, CA | 2013**

Clients: Bynd Labs.

- Helped develop creative strategy, copy, UI & UX design for Bynd Labs website.
- Wrote the use-case scenarios to better understand the types of people who use Bynd.
- Designed and wrote Bynd.IO support pages to aid developers who are building on Bynd's API.

**Copywriter / UX Designer, CAZT, Los Angeles, CA | 2012**

Clients: CAZT

- Developing UX for CAZT Studio Pro.

- Helped CAZT organize and streamline film auditions with a custom internal app.
- Worked with developers to produce the app.

**Copywriter, Eleven Inc.,** San Francisco, CA | 2011

Clients: AAA, Square, Black Star Beer, Virgin America, Squaw Valley Ski Resort.

- Developed, wrote, and executed the brand guidelines for Squaw Valley Ski Resort.
- Wrote radio commercials for AAA, Square.

**Copywriter, Crispin Porter + Bogusky,** Miami, FL | 2010 - 2011

Clients: Jose Cuervo, Kraft, Vitamin Water, and MetLife.

- New business development to pitch creative campaigns and successfully bring MetLife and Honey Maid in as new clients.
- Developed an interactive campaign for Jose Cuervo.
- Managed illustrators in producing conceptual work for Jose Cuervo.

**Jr. Copywriter, Butler, Shine, Stern & Partners,** Sausalito, CA | 2009 - 2010

Clients: Columbia Sportswear, Take Care Health, Greyhound, BoltBus, RadioShack

- Produced a series of outdoor integrations for Columbia Sportswear to help launch their Chicago store.
- Produced interactive banner ads for Take Care Health, Greyhound, and BoltBus.
- Wrote copy and provided creative strategy for RadioShack.

## **EDUCATION**

**Bachelor of Fine Arts in Advertising and Marketing / 2008**

Academy of Art University - San Francisco, CA

## **ACCOLADES**

**Cannes Young Lions - 2010**