

Diego Graglia

diego@diegograglia.net

Senior UX Content Designer and Content Strategist.
Business storytelling for growing companies. Content systems and standards.

Experience

----- Santa Cruz, California

★ **Storytelling for Business, Coach & Consultant** (2019-present)

Consults and coaches company founders, executive leaders and product teams with business storytelling that accelerates fundraising, customer acquisition, revenue growth, hiring and media impact. Engagements range from best practices workshops and sessions to leadership coaching to short- to mid-term contracts for key strategic projects.

★ **Netflix** (2019-2024)

Senior Content Designer, Design Systems. Led content design in the design systems team, managing one contractor. Advanced content design best practices for all designers through the Netflix design system. Built the Netflix Style Guide, Glossary, Accessibility & Text-to-Speech Toolkit, Localization Tone Map, and other systems and standards for the Content Design team. Designed information architecture for the design system website.

Content Designer, Streaming. Led UX content design for the Netflix app on TV, mobile and web. Launched UX copy tests in the streaming experience that increased member engagement and retention. Design thinking, collaboration in Figma/Figjam.

Content Designer, Growth. Led content design strategy for the billion-dollar password sharing initiative that reignited Netflix growth. Ideated A/B tests to improve user acquisition in 190+ countries.

SurveyMonkey, Senior Content Strategist (2017-2019)

Led content strategy for fast-growing B2B product SurveyMonkey Audience. Wrote landing pages, thought leadership articles, sales collateral and newsletters. Worked closely with the Product Marketing, SEO, Paid Marketing and CRM teams, creating blogs, ads, social posts and emails that achieved product marketing, paid marketing and SEO goals. Promoted from: **Content Strategist**.

Additional experience in California

Freelance, Silicon Valley Biz & Tech News Correspondent (2015-2017)

Produced multimedia online content as news correspondent. CMS, SEO, HTML, video and photo skills.

★ **University of California Santa Cruz, Master's in Science Communication, Lecturer** (2017-2019)

Taught classes in News Writing and Audio Storytelling.

Podcast Producer and Host, [El Valle de los Tercos](#) (2015-2021)

Created, produced and hosted the pioneering and best-in-class Spanish-language podcast in Silicon Valley.

----- Mexico City

Expansión Magazine

★ Editor in Chief (2013-2015)

Directed Mexico's premier business magazine. Led a 25-person editorial and creative team. Served as brand spokesman on CNN México and Radio Fórmula.

Deputy Editor (2012-2013). Managed editors and reporters. Organized news coverage and production. Executed a biweekly editorial calendar. Edited the magazine cover to cover.

The Associated Press, Deputy Sports Editor for Latin America (2009-2012)

Edited work from correspondents in the U.S., Europe and LatAm. Supervised the A.P. news wire in Spanish. Promoted from: **News Editor**.

----- New York City

New York Daily News, Feature Writer (2004-2009)

Freelance Bilingual News & Feature Writer, Public Radio Reporter (2004-2008)

The Star-Ledger (Newark, NJ), Local News Reporter (2003-2004)

----- Argentina

Diarios y Noticias Wire Service, National News Reporter (Buenos Aires, 2000-2002)

Clarín Newspaper, Metro Reporter (Buenos Aires, 1998-1999)

El Territorio, News Reporter and Editor (Posadas, 1997-1998)

Education

New York University, M.A. in Latin American Studies, McCracken Fellowship (2006-2007)

★ Columbia University, M.S. in Journalism, Fulbright Scholar, Honors Graduate (2002-2003)

Universidad Católica Argentina, Advanced Journalism Training Fellowship (1998-1999)

Universidad Nacional de Misiones, Argentina, B.A. in Journalism (1994-1997)

Languages

Excellent verbal and written communication in English and Spanish.

Conversational Portuguese.

Basic French.