

Cameron Liquori

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New York City, New York

EDUCATION:

Tulane University · New Orleans, LA

Bachelors of Arts in English and Communications

Majors: English and Communications, Minor: Liberal Arts Management

PROFESSIONAL EXPERIENCE:

UX Content Designer · *Robinhood Markets*

June 2021–June 2026 · Intern → L4

- Co-led end-to-end experience design for Robinhood's 2025 HOOD Holidays promo, a fully bespoke experience reaching 920K+ participants and driving 200K new Robinhood Gold subscriptions, exceeding finance targets by 60K
- Created and iterated on user flows, wireframes, and interaction concepts from initial ideation through launch, partnering closely with Product Design and presenting solutions to executive leadership, including the CEO
- Led cross-functional collaboration across Product, Design, Engineering, Legal, Compliance, Marketing, and Social to align product goals and deliver cohesive end-to-end experiences
- Trained AI content bot on content standards for multiple products within the Robinhood ecosystem, reducing content ideation and iteration timelines across the team
- Designed interactive educational experiences across Robinhood products, translating complex financial concepts into clear, structured lessons that improved user understanding and incentivized product engagement
- Designed 0 → 1 rewards program for Robinhood Gold customers, driving 190K new Gold subs
- Joined the Robinhood Gold Credit Card team as its first Content Designer, establishing content design best practices, systems, and guidelines that were embedded and scaled across the team
- Co-led design for Product Adoption and incentive experiments across the Robinhood ecosystem, supporting rapid iteration and A/B message testing
- Led an 8-person Content Committee in H2 2024, evolving Robinhood's content standards through regular working sessions focused on grammar, voice and tone, and accessibility
- Developed Gold growth strategy in collaboration with product and finance, driving record-breaking subscription growth by clearly communicating value, optimizing UX, and centering user needs across end-to-end journeys

EARLY CONTENT AND EDITORIAL EXPERIENCE:

Marketing Copywriter / Scriptwriter · *EzVid, Inc.*

May 2020–Dec 2020

- Researched, wrote, and edited scripts for YouTube videos reaching 600K+ subscribers

Entertainment Editor · *The Crescent Magazine*

Aug 2019–May 2022

- Led editorial review and publishing for the Entertainment section of Tulane University's student-run digital magazine.
- Wrote, researched, and published original entertainment and culture articles.

Marketing Communications Intern · *New Orleans Film Society*

Jan 2020–May 2020

- Wrote & edited blog, newsletter, & social content supporting film programming + events.

SKILLS:

AI-assisted workflows, UX Writing, Wireframing, Information architecture, Interaction design, Accessibility, Cross-functional collaboration, User research synthesis, Design systems, A/B testing, Figma