

# Anna Gedal (she/her)

Content strategist + designer

[annagedal.com](http://annagedal.com) | PW: opensesame

annagedal@gmail.com

617.909.0373 | Brooklyn, NY

I'm an award-winning, empathetic, systems-focused creative leader with nearly 15 years of experience crafting innovative web, media, and products for esteemed global brands and cultural institutions.

**Currently, I lead content design and strategy at BYND.**

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## PROFESSIONAL EXPERIENCE

### BYND DESIGN

**Lead Content Strategist** 01.2022 – present

**Freelance Sr. Content Strategist** 11.2019 – 01.2022

*Select clients:* YouTube, Paramount, SEGA, Google

Marketing, Google for Startups, Google UXI, Grow with

Google, Snap, Meta

- Leading end-to-end content design and strategy across North America for B2B, B2E, and B2C clients for web and mobile products
- Across projects, leading the creative process from pitching to ideation through post-launch support
- Building best-in-class content design standards and practices: efficient, multifunctional processes, education, documentation, and resourcing
- Designing and facilitating workshops, executive client presentations, leading in-depth qualitative research and analysis to generate insights and drive audits, requirements gathering to inform user journeys, personas, information architecture, stakeholder interviews, creative concepts, user testing, CMS design, style guide creation, copywriting, UX writing, AI-agent writing, instructional writing, content governance, and long-term web mgmt strategies
- Leading executive client relationship-building, close collaboration with cross-functional teams and technical experts, managing freelancers and junior creatives

### SLOW TURTLE MEDIA

**Founder, Director of Content Design + Strategy**

10. 2019 – present

*Select clients:* Find Me Gluten Free (FMGF), Bluecadet/MIT Museum, GreenEyl/Kennedy Center, Art Processors (AP)

- **FMGF:** Leading accessibility-focused content design, strategy, and creative product visioning with executive leadership for celiac restaurant-finding app
- **Bluecadet:** Led content strategy, design, research, and writing for biotech-focused interactive media
- **GreenEyl:** Led experience concepting sprint for media
- **AP:** Led content strategy, design, research, and writing for media aboard SF Bay tour fleet

### PARSONS, THE NEW SCHOOL

**Grad RA, Immersive Storytelling** Spring 2020

**Grad TA, Interaction Design** Fall 2019

- **Teaching Assistant (TA):** Supported lesson planning, research, and teaching for graduate-level course
- **Research Assistant (RA):** Led the content strategy and design for a university-wide course website

### G+A DESIGN

**Senior Content Designer + Strategist** 01. – 08.2019

**Content Designer + Strategist** 06.2016 – 12.2018

*Select clients:* Johnson & Johnson, NPR, Johns Hopkins University, Sazerac Company, Illinois Holocaust Museum, New Orleans Convention Center, Haggin Art Museum

- Led end-to-end content strategy, design, research, and production (from pitching to launch) on multiple, large-scale projects (12+ pieces) creating bespoke interactive media, web, mobile, and films
- Designed and facilitated executive client workshops and led presentations
- Directed and collaborated with cross-functional teams and clients throughout the design process
- Led large-scale creative production, including copywriting, scripting, and UX writing for a range of interactive media
- Negotiated budgets, curated, and licensed assets
- Recruited and managed freelancers, including subject experts, editors, writers, and designers
- Created efficient, multifunctional processes, documentation, and resourcing approaches

### ANCESTRY.COM

**Senior Writer + Curator**

01.2013 – 06.2016

*The Historical Insights product was a visually driven collection of historical events experienced by users' ancestors. By 2016, users had saved 6M+ to their trees.*

- Led historical research, writing, and image curation
- Brainstormed and proposed new stories based on Ancestry's collections and user insights
- Developed and iterated on the product design (tone and copy length) based on user testing

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## NEW-YORK HISTORICAL SOCIETY (NYHS)

### Institutional Editor + Social Media Manager

01.2015 – 04.2016

- Reviewed and edited all public-facing copy, including exhibition text, email campaigns, and NYHS' five blogs
- Designed and executed digital strategy across NYHS' social platforms and blogs
- Grew social followings by improving content, boosting paid posts, and fostering strategic partnerships (with artworld influencers and leading NYC museums)
- Researched and wrote biweekly blog posts, including interviews with prominent scholars, research-based historical essays, and collection highlights

## SALT LAKE TRIBUNE

### Freelance Writer

12.2012 – 04.2013

- Covered local education issues around SLC
- Led research and interviews to write articles for digital and print

## THE PAPERS OF JOHN JAY, COLUMBIA UNIVERSITY

### Editorial Assistant

09.2010 – 05.2012

- Transcribed and copyedited Jay's letters
- Conducted archival research to write, edit, and fact-check annotations

## EDUCATION

### MA, MEDIA STUDIES

The New School, Parsons

- Distinguished Thesis Award for "How to Make Immersive Technologies More Equitable," Presidential Scholarship

### BA, AMERICAN HISTORY

Barnard College, Columbia University

Sorbonne Université (study abroad in Paris, France)

- Dean's List, DAR History Scholarship, Tow Foundation Public Service Grant, City of Cambridge Scholarship

## SELECT AWARDS + HONORS

- **Bluecadet:** Webby, Best Experiential Design, MIT Museum, 2023
- **BYND:** Creative Leadership Training Program, 2022
- **Interactive Film & Media Conference:** Proposal panel reviewer, 2022
- **G+A Design:** Platinum Muse Awards, 2020:
  - Best Experiential Media, Sophisticated Spirits
  - Best Immersive Museum, Sazerac House
- **Coney Island Film Festival:** *Dreamland* Official Selection, 2020

## TECHNICAL SKILLS

- **Design:** Figma, Miro, Mural, Relume, Adobe Suite
- **Post:** Adobe Premiere + Audition
- **Content creation:** Google + Microsoft Suites
- **AI tools:** ChapGPT, Gemini, Copilot, Adobe
- **CMS:** Drupal, Craft, Contentful, Kintaro, Wagtail WordPress, Wix, Hootsuite
- **Style guides:** AP, Chicago, MLA, Google

## SPEAKING

- Interview featured in "[Driving Inclusivity in Digital Content](#)," Gensler, 2022
- MuseWeb Conference, 2021
- VR/AR Global Summit, 2021
- 13th Seminar on the Origins + History of Cinema, 2021
- Interactive Film + Media Conference, 2021
- ACM Siggraph, 2021
- Inclusive Immersive Media Panel, Imersa, 2021
- Coney Island Film Festival Panel, 2020