Lauren Treadwell

USER EXPERIENCE CONTENT WRITER & DESIGNER

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EXPERIENCE & SKILLS

04/2024 – Present: Senior UX Content Writer, Navy Federal Credit Union, Vienna, VA

Leading several teams in the creation of clear, engaging, and user-centered copy across digital platforms.

I create user-centric content by:

- Brainstorming member-focused, engaging digital experiences for various digital touchpoints that ensure a seamless user experience for members.
- Collaborating in Agile software development environments with cross-functional teams including design, product, business, and compliance to align content with brand goals and member needs.
- Creating and refining user interface copy, instructional text, and error messaging.
- Continuing the development of a user-friendly, conversational AI chatbot by crafting clear, empathetic, and effective dialogue flows to assist users with banking inquiries, transactions, and support.
- Integrating quickly into ongoing projects, providing immediate value and strategic insights to enhance content effectiveness and project outcomes.
- Working successfully within multiple teams and projects, meeting tight deadlines and ensuring successful outcomes.

I promote UX strategy by:

- Championing the needs of the user in every project, leveraging UX research and data-driven insights to inform content strategy and improve member interactions.
- Presenting ideas and build consensus across teams, driving projects forward to successful completion.
- Driving content strategy and execution to ensure cohesive messaging across touchpoints.

I display industry and user-experience expertise by:

- Utilizing deep knowledge of financial products and services to develop content that enhances member understanding and trust while aligning with regulatory standards and industry best practices.
- Leveraging data-driven insights to inform content decisions, optimizing content for user engagement and accessibility.
- Upholding and enforcing content guidelines, ensuring consistent brand voice and style across all digital touchpoints.

My project tools and expertise include:

- Using Figma and Adobe XD to collaborate on and refine wireframes, prototypes, and user flows.
- Managing workflow and content development, tracking project progress, and ensuring timely delivery with Azure DevOps.
- Streamlining the content handoff process by using Zeplin to collaborate with designers and developers.

06/2011 – Present: Contract UX Content Writer, Designer and Strategist, Washington, DC

Building and optimizing user-focused content for various digital touchpoints with the goal of improving usability and guiding users through their journey.

I develop and execute UX strategies by:

- Translating business requirements into effective, user-centered interactions.

- Generating comprehensive customer journey maps to visually represent and analyze the end-to-end user experience, identifying touchpoints, emotional states, pain points, goals, and opportunities for enhancing user experiences.
- Building content hierarchies to strategically plan and visualize digital interface layouts, establish user flows, define functionality, and determine content placement.
- Developing interface copy for dialogs, empty states, alerts, tooltips, help text, navigation labels, onboarding, and more across web and mobile.
- Conducting UX research including site audits, competitive assessments, customer success data, user testing, usability testing, A/B testing, navigation model testing, surveys, and audience interviews to understand user behavior.

My specialized insight includes:
- An intuitive understanding of what users need to know and how they need it presented.
- Proficiency in the regulatory compliance requirements of financial content.
- ADA and other accessibility standards.

My technical expertise includes:
- Content management systems including Adobe Experience Manager (AEM).
- Expert knowledge of effective SEO and Google Analytics tools.
- Essential HTML and CSS abilities.

Notable Clientele

Nasdaq	Oracle	The Motley Fool
Experian	Discover Financial Services	PwC
Wealthfront	World Trade Centers Association	Aflac
Massachusetts Institute of Technology	eBay	Certified Financial Planner Board of Standards

11/2023 – 05/2024: UX Writer, M&T Bank, Buffalo, NY

Transformed the digital experience for commercial banking clients by spearheading the strategic redesign of the website's Commercial Banking pages.

UX Strategy
- Led the redesign of the Commercial Banking site, enhancing user experience through improved page layout and compelling copy tailored to the financial industry's standards.
- Collaborated closely with UX/UI designers, product managers, and stakeholders to ensure content strategy aligned with user needs and business goals, resulting in a more intuitive and user-friendly interface.
- Conducted comprehensive user research and testing to inform content decisions, significantly increasing page engagement and customer satisfaction rates.

UX Content Development
- Translated complex financial concepts and services into clear, concise, and accessible language, facilitating easier product selection and enhancing the overall customer journey.
- Spearheaded the creation of user-focused FAQs and forms, leading to a marked improvement in self-service capabilities.
- Monitored and analyzed user feedback and web analytics to continually refine content strategies, ensuring the Treasury Management pages remained relevant and effective in meeting evolving customer needs.

My project tools and expertise include:

- Creating and collaborating on wireframes, prototypes, and user flows in Sketch and Figma.
- Utilizing SEMrush to conduct keyword research and optimize UX copy for search engine visibility, discoverability, and user engagement.

02/2022 – 05/2023: Senior UX Copywriter, Fannie Mae, Washington, DC

Produced original concepts and copy for websites and other digital projects with the goal of facilitating equitable and sustainable access to homeownership and quality, affordable rental housing.

Fanniemae.com Refresh

- Spearheaded the copy development for the fanniemae.com refresh project, marking a significant milestone in Fannie Mae's commitment to addressing consumer needs by incorporating consumer-focused content.
- Collaborated closely with divisional subject-matter experts, marketing stakeholders, and leadership to craft educational resources that catered to consumers at every stage of their housing journey.
- Worked in collaboration with the graphic design and web teams to enhance the overall user experience of the website, aligning it with the principles of user-centric content and UX design.
- Transformed the website into a cornerstone for Fannie Mae's mission of supporting affordable and equitable housing, offering simplified content and improved navigation for users seeking valuable educational resources.

Careers Site Revamp

- Collaborated with the talent acquisition, graphic design, and web teams to orchestrate a comprehensive revamp of the Fannie Mae Careers site, with a focus on enhancing the experience for visitors seeking information about Fannie Mae as an employer.
- Orchestrated improvements to make crucial information easily accessible to candidates (i.e., "one click away"), thereby simplifying their journey and providing a user-centric experience.
- Implemented an innovative job listing API to streamline the job search process, offering a more user-friendly approach for job seekers.
- Improved the user experience, enabling candidates to find the information they need with ease, resulting in a notable increase in application submissions.

Future Housing Leaders "Lift and Shift" Project

- Collaborated closely with the talent acquisition, design, and web teams on the Future Housing Leaders "lift and shift" project, aimed at enhancing support for students aspiring to pursue careers in mortgage finance and housing, and for lenders engaged in the FHL internship program.
- Focused on improving the usability, flow, and overall user experience, ensuring that students could effortlessly access vital information to explore opportunities and that lenders could seamlessly offer these opportunities.
- Successfully achieved the project's objectives by optimizing the user journey, making it more intuitive for students to find the information they need and for lenders to facilitate these opportunities, resulting in a more user-centric and efficient experience for all stakeholders.

Interactive Housing Journey

- Collaborated closely with the Creative Services team and leadership stakeholders to conceptualize and create an immersive and interactive experience that effectively guided visitors through the housing journey of Black and Latino people in the US.
- Contributed educational and engaging copy that enhanced the user's understanding of the Black and Latino housing journey and provided valuable guidance and resources.

- Leveraged UX insights to design and develop an interactive narrative that vividly illustrated the housing journey, resulting in increased engagement with Fannie Mae's rental, mortgage, and homeownership tools and resources.

04/2021 – 09/2021: Senior UX Writer, Greenwood Bank, Atlanta, GA

Played a pivotal role in the bank's successful launch by creating intuitive, user-centric copy for the mobile app and website. I helped establish the brand and contributed to Greenwood Bank's successful entry into the competitive online banking industry.

I lead the UX content creation process by:

- Developing user-centric content for the mobile app and website, including microcopy for buttons, error messages, notifications, and form fields.
- Collaborating with product, design, and marketing teams to ensure content alignment with design and marketing goals.
- Conducting extensive user persona research to understand target audience needs, expectations, and pain points.
- Creating a detailed customer journey map to visualize user interactions and identify friction points for improvement.
- Maintaining a collaborative approach, providing feedback and optimizing content based on user feedback.
- Implementing effective microcopy for error messages and notifications, contributing to high customer retention.
- Streamlining the onboarding process, resulting in improved conversion rates.
- Meeting tight project deadlines, enabling the bank to launch on time.

EDUCATION & ACCREDITATIONS

University of Maryland

Major	Minor Studies
Finance	**Marketing**
	Psychology

Western Governors University

Major	Minor Studies
Marketing	**User Experience Management**