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## Project: Home Sales Web & Mobile Redesign

Created personalized experiences by crafting meaningful, directional content that helps Home insurance users successfully complete online tasks; Subject matter expert and primary point of contact for user experience content; Simplified overall user experience, using empathy, logic and hard data to inform content choices; Interacted/collaborated with designers, developers, product owners, management and executives to define requirements and refine goals that ensured tactical execution and drove cohesive product narratives.

## HOMEOWNERS INSURANCE

### Get a Quote

Discover savings and benefits with the AARP® Homeowners Insurance Program from The Hartford.

Zip Code

START QUOTE

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4.7/5 for Customer Claims (10400 reviews)

Homeowners Insurance

Renters Insurance

Condo Insurance

Flood Insurance

Umbrella Insurance





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## CAR INSURANCE

- [Car Insurance](#)
- [Classic Car Insurance](#)
- [All Vehicles](#)

- Auto
- RV
- Home
- Condo

### Get a Quote

Age 50+? Discover great savings and benefits with the **AARP® Auto Insurance Program** from The Hartford.

**START QUOTE**

[Retrieve Saved Quote](#)

★★★★★ 4.8/5 for Auto Customer Claims  
(26791 reviews)



### Project: Auto Sales Web & Mobile Redesign

Created personalized experiences by crafting meaningful, directional content that helps Auto insurance users successfully complete online tasks; Subject matter expert and primary point of contact for user experience content; Simplified overall user experience, using empathy, logic and hard data to inform Auto choices; Provided content recommendations for digital experience; Interacted/collaborated with designers, developers, product owners, management and executives to refine goals that ensured tactical execution and drove cohesive product narratives.