Tara Hasouris
UX Content Professional

https://tarahasouris.journoportfolio.com/
https://www.linkedin.com/in/tarahasouris/
hasouristara@gmail.com
586.899.5883

PROFILE

Public relations person turned **UX content designer**: with 10 years of driving corporate communication strategies, and **7 years' experience creating intuitive software**. A **systems thinker** who builds content ecosystems through **taxonomy**, **terminology**, **frameworks,** and **object-oriented concepts**. I value **research and data**, and lean on user personas and proven digital reading behaviors to influence my work. A word nerd who cares deeply about the most micro-level **UX writing** elements—such as the tone in a status label, or the pronoun perspective on button copy. I can balance the dichotomy of **user needs** with **business requirements** to translate intentional language into tangible results. Fueled by **agile** and **collaborative** environments, and not afraid to implement process to nurture these ways of working. **Adaptable**, **resourceful**, **proactive**. I mind all the **details**, but always with consideration for the **bigger picture**.

My work has been most impactful on **fintech** and **SaaS** products; for dot com, platform, native mobile app, dashboard, marketplace, data visualization, and design system experiences; spanning consumer, enterprise, and technical audiences.

EXPERIENCE

Senior Content Designer   June 2022 – March 2024
Shopify | *Remote*

Planned and created interface content for Shopify's app developer platform—a tool for third-party developers to publish and track their performance on the Shopify App Store.

A highly technical space, I fostered domain knowledge in software development, enabling me to transform complex jargon into clear, consistent human-centered user experiences. My work guided developer users through Shopify's app publishing process and helped them maintain quality standards for safe, performant apps benefiting Shopify's merchants.

Outside of this app developer experience, I supported a redesign of the analytics surface in the merchant SaaS platform. This included developing a strategy on naming and terminology for global analytics objects, and the information architecture of these elements in the redesigned surface.

Specific impact highlights
- Decreased average length of time for developers to re-submit apps for re-review from 2.2 to 1.5 days, by incorporating a tone of voice strategy into review terminology
- Generated empirically positive user sentiment with a complete redesign of the developer app submission experiences, weighted in content strategy

General contributions
- Facilitated content-focused user research and testing
- Created content principles and guidelines informed by data
- Cultivated a consistent voice, tone, and feel across all partner app developer content touchpoints
- Defined information architecture and navigation design across the complex partner platform

- Conceptualized content design ideas visually in Figma to communicate them compellingly to stakeholders
- Led content workshops to foster cross-functional team collaboration, leading to success like global component naming standardization
- Contributed as a UX thought leader with cross-discipline partners (product management, engineering, data science, and operations) on the prioritization, planning, and development of epics and features
- Coached product designers on concept modeling, content design, and UX writing

Senior UX Writer   **January 2016 – June 2022**
Rocket Mortgage | *Detroit, MI*

- Content strategy and UX writing for the Rocket Mortgage application form, origination task flow, dot com web experiences, native mobile app, and the Spark Design System
- As one of the first UX writers at the company, my mission was to strategically craft written words as a key ingredient to creating an understandable and intuitive digital mortgage experience. My legacy work continues to guide consumers through a simple and delightful mortgage process from conversion through to retention.
- Worked closely with UX researchers, consumer insights, UI designers, product managers, technology teams, and senior business leaders, to advocate for content design strategies that optimize the Rocket Mortgage user experience
- Some shaping of the Rocket Mortgage brand voice and web content principles
- Mentored junior-level UX writers

SKILLS

Areas of expertise: UX writing, content strategy, information architecture, content design, copywriting, technical writing, editing, user interviews, content testing, sketching, terminology management, naming frameworks, editing, sprint planning, lean UX. I maintain the ability to write in different voices and tones. I've an eye for design that can guide creative visual direction based on user informational needs.

Methods & deliverables: Concept models, glossaries, content guidelines, design briefs, IA maps, wireframes, user flows, strategic plans, content-focused designs, copy docs

Software: Figma, Miro, Grammarly, Jira, WordPress. Basic working knowledge of GitHub.

EDUCATION

Master of Arts in Public Relations & Strategic Communication   Fall 2021
Wayne State University | Detroit, MI

Bachelor of Arts in Journalism   Fall 2008
Oakland University | Rochester, MI

ACCOLADES

ClearMark Award   July 2022
Issued by the Center for Plain Language
Recognized as a leader in clear, plain language writing for my work with Rocket Mortgage