

## UX Content Designer

Solving business and product problems through language

For 10+ years I've shaped clear, compliant, and scalable content across financial services, fintech, commerce, and enterprise SaaS – simplifying high-risk, high-complexity concepts into intuitive user experiences. I take a human-centered, communication-first approach to content design, combining **strategy, information architecture, taxonomy design, and plain language** to make digital products understandable and actionable. My specialty is designing content systems: language patterns, frameworks, hierarchies, structures, and rules that make experiences clear and consistent. I have a track record of applying this systems-level design thinking to drive measurable business impact through content.

**Core competencies:** Content Research & Testing • Taxonomy Classification • Content & Concept Modeling • Information Architecture • Naming & Terminology Governance • UX Design & Writing • Content Design Systems & Frameworks • UX Metrics Interpretation • User Journey & Content Flow Mapping • Content Auditing • Prompt Engineering • UX Planning & Strategy • AI Assisted Prototyping

### EXPERIENCE

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#### LEAD CONTENT DESIGNER – OMNICHANNEL EMPLOYEE CAPABILITIES | TD BANK

Remote | Oct 2024 – Present

*Led content design for TD's multinational enterprise products across omnichannel domains — creating clear, connected experiences and efficiencies for employees handling banking transactions*

- Redesigned a manual digital form to an interactive smart application for internal systems, focusing on content, helping 9 business areas better detect unusual customer activity and report potential financial crimes
- Boosted reporting of unusual customer activity 10% by creating a content strategy to raise in-workflow awareness / education on activity indicators, and incorporating it into the new app's end-to-end user experience
- Architected a label taxonomy system categorizing the 80 unusual activity indicators, enabling dynamic user targeting of educational content based on business system context
- Named the category labels for brevity and information scent to drive their design in the interface and help users easily find and filter the content for accurate activity tagging in their reporting
- Shortened the length of time to complete the unusual activity form from approximately 8 to 1.5 minutes by writing UI microcopy and indicator descriptions optimized for comprehension to the quick-moving user persona
- Drove usability improvements for debit card servicing, through content design, in an overhaul of a major internal system used by retail tellers and bankers – supporting product strategies that align user and business goals
- Organized information architecture (IA) in the new system for intuitive navigation; structured screen-level messaging hierarchies to shape fluent content-first UX designs
- Coordinated legal design reviews for risk compliance; facilitated collaboration sessions with stakeholders (product owners, UX designers, developers, researchers, business leaders, change managers) to foster content design thinking and heuristics

#### AI-enabled content efficiencies:

- Leveraged AI to accelerate UI label and feature name ideation to support navigation designs, reducing hours of manual brainstorming to seconds
- Used AI to generate sample information architectures, enabling nimble content-first perspectives on user flows and designs while balancing strategy and delivery work across 4 design teams
- Developed a structured AI-assisted prompt framework to refine UI copy strings, reducing content review cycles and improving editorial consistency
- Applied AI to analyze existing product content, identify recurring patterns, and establish content standards for a product area lacking defined guidelines

*\*Contracted through technology consulting firms, Endava and Cognizant*

#### SENIOR CONTENT DESIGNER – APP & DATA ECOSYSTEM | SHOPIFY

Remote | Jun 2022 – Mar 2024

*Planned, designed, and wrote UX content for products in Shopify's app ecosystem – the largest network of technical commerce partners in the industry; helping them integrate their tools to market their businesses to merchants*

- Created and evolved the content framework, guidelines, and terminology glossary for technical developer user experiences
- Accelerated efficiency in UX writing by using custom prompts in generative AI to craft microcopy aligned with these standards and evaluating outputs for quality
- Influenced proven positive user sentiment by redesigning the developer app review dashboard, with a content strategy to improve guidance on the review process throughout the flow
- Shortened the length of time for user resubmissions in the dashboard from 2.2 to 1.5 days, by implementing content updates: a targeted tone of voice strategy, a syntax framework for status labels, terminology cleanup, and UX writing product emails
- Cut initial app review times up to 30% by modeling a human-centered information architecture (IA) of review requirements, designing it into the user workflow, and UX writing interactive contextual guidance

- Scaled content across a team of around 50 designers by creating reusable content-oriented design components, based on user needs identified in research and interviews
- Enabled seamless data exploration for merchants by content modeling analytics concepts, structuring them into an organized information architecture (IA), and designing and labeling a navigation for the analytics dashboard
- Facilitated content workshops to foster collaboration, leading to successes like standardization of object names in global UI touchpoints
- Coached visual product designers, imparting expertise in content design and UX writing; hosted design critiques to seek and give cross-functional feedback

***\*My position was eliminated through a layoff due to shifting corporate priorities***

#### **SENIOR UX WRITER – CONSUMER PLATFORM EXPERIENCES | ROCKET MORTGAGE**

Detroit, MI | Jan 2016 – Jun 2022

*Pioneered the craft as one of Rocket's first UX writers — guiding thousands of consumers through the FinTech industry's first completely online mortgage process*

- Generated a 19% lift in conversion of online mortgage applications by implementing a strategy on use of personal pronouns in call-to-action copy in top of funnel user touchpoints
- Doubled approval letters at a 15% increase by rewriting the online mortgage application for clarity, brevity, and plain language
- Developed content strategy for the industry's first soft credit check in an online mortgage application
- Designed and wrote content for the industry's first remote online closing experience during the Covid-19 pandemic
- Shaped UX writing guidelines for using copy in UI components based on trends in user behavior found in content testing and experimentation, effectively initiating content representation in Rocket's global design system
- Influenced efficient design team workflows by implementing use of agile tools and planning practices
- Improved cross-product content quality by developing a framework for UX writers to give and seek feedback; launched a process for legal design reviews
- Helped maintain customer satisfaction in transactional engagement during a 6-month period on a team without a product designer by spearheading high impact content-only improvements
- Bridged the gap with cross-functional partners by breaking designs into epics, features, and tasks for engineers and assisting product managers with writing user stories that clearly capture UX specifications
- Mentored junior-level UX writers, interviewed candidates for hire, onboarded new writers, and was promoted to a lead-level individual contributor

#### **PROJECT MANAGER | FIVE BROTHERS ASSET MANAGEMENT SOLUTIONS**

Warren, MI | 2015 – 2016

- Managed B2B relationships with mortgage servicing partners, created a digital process for invoice escalations, and led communications related to services, pricing, contracts, and compliance

#### **SKILLS**

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**Deliverables:** Glossaries • Naming Frameworks • Content & Style Guidelines • Annotated Content Designs • Site Maps & Navigation Diagrams • Content Hierarchies & Wireframes • Design Roadmaps, Timelines, Scope & Plans • Content User Flows • Research Plans & Syntheses • Strategy & Copy Docs • Content Inventories • Competitive Analyses • Product Opportunity Briefs • User Stories

**Tools and processes:** Lean UX & SAFe (Agile) Methodologies • Figma, FigJam, Adobe XD & Miro • UserZoom & Dovetail • GitHub • WordPress • Grammarly & Hemingway • Frontitudo • ChatGPT • Jira & Confluence • Azure DevOps • Airtable & ProductBoard

#### **ACCOLADES**

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##### **ClearMark Award | Issued by the Center for Plain Language | July 2022**

Recognized as an industry leader in clear, plain language UX writing and content design. My work on the Rocket Mortgage purchase application won in the forms & applications category among top North American digital product organizations.

[ClearMark 2022 winners](#)

#### **EDUCATION**

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##### **Master of Arts in Public Relations & Corporate Communication**

Wayne State University | Detroit, MI | December 2021

##### **Bachelor of Arts in Journalism**

Oakland University | Rochester, MI | December 2008

See [LinkedIn profile](#) for full work history, references, and trainings.