UX Content Designer

Solving business and product problems through language

My background in journalism and public relations (10 years) is the foundation behind my UX writing and content strategy skills (7 years). I believe that strategically using language and words as design material is what produces effective user experiences. I'm motivated by solving communication-oriented problems—and content is communication. I pride myself in my ability to think critically and curiously about any business-to-user communication. And I have a track record of applying this lens to generating business impact. It's my mission to make digital products simple, understandable, and positive for humans to use. My UX content work has been most impactful on FinTech, e-commerce, and SaaS products; spanning consumer and technical audiences.

Core competencies: Content Research & Testing • Concept Modeling • Information Architecture • Naming & Terminology • Content Design • UX Writing • Content Strategy & Enablement • Voice & Tone Definition • UX Metrics Interpretation • Content Mapping • Content Auditing & Governance • Design Thinking

EXPERIENCE

SENIOR CONTENT DESIGNER – 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
- Established content guidelines for enterprise technical developer experiences
- Influenced positive sentiment in the developer community by redesigning the app submission and review experience in the developer portal, focusing on content strategy
- Shortened the length of time for app resubmissions in the portal from 2.2 to 1.5 days, by implementing content updates including: tone of voice strategy, a framework for statuses, terminology cleanup, and UX writing of product emails
- Cut initial app review times up to 30% by modeling a human-centered 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 efficient data exploration for merchants by content modeling analytics concepts, structuring them into an organized IA, and designing and labeling a seamless navigation for the analytics dashboard in the platform
- Leveraged AI in UX writing by creating custom prompts to generate content of a defined writing style and to brainstorm ideas for label copy
- Facilitated content workshops to foster cross-functional 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

SENIOR UX WRITER – CONSUMER 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 IC level

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

PUBLIC RELATIONS CONSULTANT | MO MARKETING + PR   Ferndale, MI | 2012 – 2015

- Developed public relations campaigns for the agency's portfolio of national retail (WellnessMats) and franchise (LaVida Massage) brands resulting in client retention, positive consumer engagement, and increased sales

PUBLIC RELATIONS ASSOCIATE – AUTOMOTIVE PRACTICE | LAMBERT   Troy, MI | 2011 – 2012

- Supported a nationwide media relations campaign to generate public awareness of autonomous vehicle and safety technologies for client, Continental Automotive Group—a global automotive supplier

EDITORIAL AND PUBLIC RELATIONS ASSOCIATE | MICHIGAN MEDICINE   Ann Arbor, MI | 2010

- Wrote about the biomedical research, medical technologies, and clinical care of physicians and scientists; socialized stories through public and media relations

SKILLS

Deliverables: Glossaries • Naming Frameworks • Content & Style Guidelines • Annotated Content Designs • Site Maps & Navigation Diagrams • Content Hierarchies & Wireframes • Design Scope & Plans • Content User Flows • Research Plans & Syntheses • Strategy & Copy Docs

Tools and proccess: Lean UX & SAFe (Agile) Methodologies • Figma, FigJam & Miro • UserZoom & Dovetail • GitHub • WordPress • Grammarly & Hemingway • Frontitude • ChatGPT • Jira & Confluence • Azure DevOps • Notion & ProductBoard

ACCOLADES

ClearMark Award | Issued by the Center for Plain Language | July 2022
Recognized as an industry leader in clear, plain language writing and information design. My work on the Rocket Mortgage purchase application won in the forms & applications category among top North American product organizations.
[ClearMark 2022 winners](#)

EDUCATION

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

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

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