

SHAINE M. SMITH

Content Designer | UX Writer | Content Strategist

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PROFESSIONAL SUMMARY

Versatile content professional with 25+ years of experience spanning content design, UX writing, content strategy, and e-commerce. Proven ability to translate complex, technical concepts into clear, human-centered language that drives results. Skilled collaborator who works fluidly with UX designers, product owners, engineers, and stakeholders to deliver cohesive end-to-end experiences. Track record of building and maintaining style guides, information architectures, and scalable content systems from scratch. Comfortable presenting content strategies to leadership, advocating for the customer, and iterating based on data and research.

EXPERIENCE

PayPal | Content Designer June 2025 – Present | Remote

- Plan and write UX content across web, mobile web, and app touchpoints, including UI copy, navigation, emails, in-app notifications, and help content.
- Transform global product requirements into content strategies that meet business goals and solve real customer problems.
- Partner with UX designers on page layout, interaction patterns, visual tone, and accessibility standards.
- Coordinate messaging with Brand, Marketing, Legal, Risk, and Operations teams to ensure a consistent, compliant end-to-end experience.
- Built an AI-powered content design skill for PayPal+ that codifies 160+ decisions and patterns, enabling teams to automate content governance and scale consistent decision-making across the program.
- Present content approaches and articulate design rationale to product owners and leadership.
- Use data and user research to evaluate content effectiveness and drive measurable improvements.
- Work across Figma, Jira, and Asana to manage workstreams and collaborate with cross-functional teams.

Men's Journal | Contributing Writer June 2024 – April 2025 | Remote

- Research and write SEO-optimized articles on Overlanding, Vanlife, and camping recipes.
- Attend trade shows/manufacturer events.
- Test and write reviews of new products.

Fin Tech Startup | Senior Content Strategist Oct 2021 – Jul 2022 | Remote

- Led design, creation, and management of a fintech application and website from conception to launch in under a year.
- Created copy, UI/UX design, and wireframe mockups across banking, insurance, and credit card verticals.
- Developed company-wide style guides and extensive FAQ libraries for customer support teams.
- Managed relationships with a diverse array of third-party vendors and contractors.

EightyTwenty Agency | Content Strategist & Producer Dec 2020 – Dec 2021 | Remote

- Crafted product copy, brand stories, and infographics for the largest aftermarket off-road automotive accessories family.
- Tracked KPIs and metrics to ensure the right content reached the right audience at the right time.
- Managed e-commerce CMS across a family of sub-brands.

Self-Employed | *Freelance Content Producer & Copywriter* 2015 – Present | Remote

- Wrote destination guides, product copy, brand stories, and features for major outdoor brands and tourism bureaus. Conceptualized, researched, and created long- and short-form articles on various topics from wellness to security to IT and technology. All with an eye toward SEO and conversion.
- All content created with a focus on SEO, conversion, and audience engagement.

Matic Digital Design Services | *Content Strategist* Feb 2023 – Jul 2023 | Remote

- Drafted information architecture and collaborated with cross-functional teams on tight budgets and short deadlines.
- Crafted wireframes, UX/UI designs, and engaging copy for multiple clients simultaneously.
- Pitched and presented creative concepts to clients and stakeholders.

SmartEtailng.com | *Sr. Content Production Specialist & Video Production Manager* Aug 2005 – Nov 2015 | Boulder, CO

- Created marketing copy and content for cycling and outdoor products on a major B2B e-commerce platform.
- Built a video studio from scratch; wrote scripts and managed 3 direct reports.
- Provided content strategy for retailers' websites and educated clients on platform software.
- Authored end-user tutorials and how-tos for a large help-center knowledge base.

KEY ACHIEVEMENTS

- Drove content design for PayPal+'s global launch, authoring content decisions, templates, reusable patterns, and a full voice and terminology system governing every customer touchpoint across the rewards program.
- Redesigned a major tourism site's IA, rescuing pages buried 10+ clicks deep to 4 clicks on desktop and 5 on mobile.
- Overhauled a major non-profit's web presence, consolidating multiple disjointed microsites into a single cohesive platform.
- Launched a new brand end-to-end, including branding, copywriting, advertising, video, and all marketing materials.
- Created perhaps the most complete guide to credit scores on the web as part of a full financial FAQ library.
- Helped develop financial applications spanning banking, mortgage, credit card, and insurance services.
- Planned, budgeted, and built a professional video studio and department from the ground up.
- Managed cross-functional teams of up to 8 direct reports across time zones and global partners.

CORE SKILLS

Content Design & UX Writing • Content Strategy & Information Architecture • Style Guide Development • SEO & Conversion Optimization • E-Commerce Content Management • Wireframing & UI/UX • Data-Driven Content Iteration • Stakeholder Presentations • Cross-Functional Collaboration

Tools: Figma • Jira • Asana • Confluence • WordPress • Various CMS platforms