

Experience

I'm a UX writer with a background in academic librarianship who uses lean principles, tenacious problem-solving, and evidence-based approaches to optimize the user experience, deliver continual improvements, and achieve measurable benefits for all stakeholders.

UX Writer

chono.me || Jun-Aug 2023

- Collaborated with fellow UX development team members to conduct a major content overhaul of the lifestyle tracking app, chono.me, improving the onboarding, sign-up, style guide, tutorial, and app store copy.
- Performed competitor design pattern and language research.
- Completed content work, wireframing, A/B testing, and design changes.

UX Writer, Content Design Project

BackBuddy (UX Writing Academy) || Mar-Jun 2023

- Developed a proposal for a mobile application to help people heal chronic pain.
- Conducted primary and secondary research, defining product scope and discovering effective pain strategies.
- Created a persona that embodied user motivations and performed journey mapping to understand user touchpoints, priorities, and behaviors.
- Created a brand voice guide that aligned with research to humanize the app and ensure that tone and voice are appropriate and consistent.
- Designed onboarding and signup wireframes.
- Conducted moderated A/B testing.
- Redesigned screens based on insights from user feedback.

UX Writing & Mockups

UX Writing Academy || Jan-Mar 2023

- Crafted user interface copy; tone and voice; collaborative copy docs.
- Created wireframes and prototypes for various UX design patterns, flows, elements, and features, including sign-up, onboarding, mobile notifications, error messages, modals, buttons, friction, empty states, and so on.

University Librarian, Library Director

Florida State University || Nov 2009 – July 2023

- Provided high-quality user-centered information services to university scholars.
- Increased user engagement by 143% over one year.
- Increased user satisfaction with resource access by 59% over five years.
- Increased user access of materials by 600% over five years.
- Achieved 97-100% user satisfaction with the help desk for 10 consecutive years.
- Published the most downloaded online APA Style module nationwide.
- Taught research methods and search strategies with >97% user satisfaction.
- Spearheaded usability testing and recommended user interface improvements.

eReference Coordinator

University of Florida || Dec 2002 – Jun 2009

- Conducted usability research, proposed UI design and coding changes, and implemented these changes.
- Redesigned websites with XHTML and CSS in conformance to W3C recommendations to help ensure accessibility and interoperability.

Hospital Corpsman HM1, Fleet Marine Force (FMF) || US Navy

- Performed duties in the prevention and treatment of disease and injury within medical departments ashore, afloat, and with the U.S. Marine Corps.

Education

B.A. English

University of West Florida

M.S. Library and Information Studies

Florida State University

Certifications

UX Writing Academy,

UX Writing Hub (2023)

Figma Masterclass,

UX Writing Hub (2023)

Figma Essential Training,

LinkedIn (2022)

Tools

Figma and Figjam
Airtable, Miro, Notion
JIRA, Adobe Photoshop
Dreamweaver, HTML/CSS
Microsoft and Google Suites
Qualtrics

Skills

UX Writing: UI Copy, UX Text Patterns, UX Psychology, Voice & Tone, User Flows, Content Style Guides, Content Strategy, Testing & Optimization, Information Architecture
AI Prompting

UX Research: User Research, User Personas, Card Sorting, User Journey Mapping, User Interviews, A/B Testing, Usability Testing, Data Analysis

UX Design: UI Grids and Composition, Wireframing, Prototyping, Design Patterns

Volunteering

Coastal Cleanup Volunteer, Ocean Conservancy (2018-22)
Construction Worker, Habitat for Humanity (2015)

Honors & Awards

Navy and Marine Corps Achievement Medal