

My philosophy: Good product content strives to build relationships, mindful of the fact that there is no conversation without an engaged audience.

Content Design Leadership Skills

- Branding
- Content Design & Strategy
- Design Leadership
- Digital Strategy
- Human-Centered Design
- Innovation & Trend Awareness
- Leadership & Team Management
- Product Design
- Project Management
- Strategic Planning & Vision
- Trust Building
- User Research

EXPERIENCE

Lead Content Designer

TIKTOK SHOP

12/2023 – Present
Bellevue, Washington

Lead Content Design product strategy for TikTok Shop's global Core Shopping and Governance & Experience domains, reaching over one billion active monthly users, in over 170 countries, localized into more than 75 languages.

- Drive key strategic, horizontal initiatives across product domain experiences, ensuring content consistency, efficacy, and quality.
- Translate business requirements into global customer communication strategies and best practices, focused on commitment to user needs and values.
- Build tight cross-functional relationships with Design, Research, Program, and Product partners to create an environment of creative exploration and healthy debate, while mentoring Designers and Product Managers, in effort of up-leveling product quality.
- Leverage negotiation skills to literally define "quality" while establishing content guidelines to support the growth and scaling of the Content Design team, aimed at expanding the breadth and depth of the team's influence and meeting business needs.

Principal Content Designer-Strategist, E2E

ZILLOW

04/2019 – 12/2023
Seattle, Washington

Defined and drove end-to-end concept and messaging strategies across Zillow's Growth and Core Shopping experiences serving over 225 million active users. Supported product initiatives while helping to build a Content Design team from one to over 20 amazing CDs.

- Worked closely with Design Leadership to develop, socialize, and govern the standard operating procedures for the Content Design team as it established itself within the Zillow Experience Design org and build a case for scaling a comprehensive CD presence.
- Led the discovery and concepting phases of personalization efforts focused on building greater engagement and retention of Zillow's existing user base, with context-oriented solutions responsible for the creation of over 80,000 new accounts year-over-year.
- Oversaw tactical execution and prioritization of content strategies for four different large-scale Zillow vision narrative efforts, outlining the Brand's three-to-five-year goals, focused on building internal excitement and maximizing adoption.
- Developed over a dozen process models, style guides, and engagement documents geared toward scaling the Content Design discipline within Zillow's Design org.

Senior Manager, Content Design

PHILIPS

02/2018 – 04/2019

Bothell, Washington

Led Sonicare app voice development, driving user adoption with engaging, informative content. Collaborated with Design for cohesive presentation, emphasized play, and explored innovative, enjoyable user-centric experiences.

- Acted as primary content owner and writer for two apps and comms channels, serving approx. 400,000 active users.
- Aligned with Engineering, Legal, Marketing, and all key project stakeholders by initiating consistent collaboration and process-minded (Agile-based) iteration, from kickoff through release.
- Worked closely with product research teams to design qualitative and quantitative studies to ensure strong, research-based content performance.

Sr. Instructional Designer & Technical Writer

AMAZON

06/2016 – 02/2018

Seattle, Washington

Created compelling content deliverables for operations customers, available in 11 languages spanning six regions. Worked to get things done across orgs to socialize comprehensive learning curricula and partnered with multidisciplinary SMEs to identify business needs, produce support content, and act as the leader and primary author for global communications.

- Prioritized and synthesized content with evolving best practices and organizational strategy for over 250,000 internal and external customers, while managing multiple projects and meeting tight deadlines.

Design Professor & Online Program Manager

UNIVERSITY OF ADVANCING TECHNOLOGY

08/2011 – 05/2016

Phoenix, Arizona

Designed and facilitated the development of interdisciplinary curricula for on-ground and eLearning courses for design students and faculty of varying technical abilities. Each role focused on enhancing student performance by fostering collaborative experiences geared toward exceeding academic performance standards.

EDUCATION

Doctor of Philosophy (ABD) – Design, Environment & the Arts

ARIZONA STATE UNIVERSITY

2015

Tempe, Arizona

Master's Degree – Anatomy & Sculpture

ARIZONA STATE UNIVERSITY

2006

Tempe, Arizona

Bachelor of Arts – Foundry & Studio Arts

THE UNIVERSITY OF ARIZONA

2004

Tucson, Arizona

SKILLS

Content Design	Content Strategy, Interaction Design, Product Writing
Design Proficiency	User Experience Design, User Interface Design, Visual Design
Technical Expertise	Content Management Systems (CMS), Wireframing & Prototyping (Sketch, Figma, Adobe XD), Design Systems, Technical Writing
Research & Analysis	Usability Testing, Data Analysis, Information Architecture, User Research, A/B Testing
Optimization & Compliance	Search Engine Optimization (SEO), Accessibility Standards, Diversity & Inclusion, Localization
Soft Skills & Management	Stakeholder Engagement, Mentorship, Empathy, Ability to Multitask, Attention to Detail
Project Management Tools	Written & Verbal Communication, Team Partnership, Client Relations, Marketing, Project Management
System Tools & Software	Jira, Confluence, Asana, Trello, Smartsheet, Monday.com