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h boulder, colorado

summary

Content designer, putting humans first.

Word witch.

Leader and listener.

Intuitive investigator.

Systems thinker and details obsessor.

Self-motivating get-shit-doner.

Checklist-loving neat freak.

Former project manager, copywriter and journalist.

Looking to make a meaningful impact.

skills

Content strategy

UX writing

User research and testing

Style guide creation

Leadership and collaboration

Project management

Copywriting and branding

education

User Experience Design Certificate

General Assembly / Denver

Bachelor of Science with honors, Journalism

+ Minor in Photography

California Polytechnic State University / San Luis Obispo, CA

experience

LEAD CONTENT DESIGNER

Handshake / Denver, remote / Sep 2021–Present

Promoted Senior > Lead Jun 2022

Lead content strategy, content research / testing and writing for 9 teams across a 3-sided marketplace. Partner closely with designers and PMs from beginning to end of initiatives. Identify strategic areas for content to make a high impact. Execute on projects with little definition. Balance user needs with business goals. Use data and industry trends to inform strategic solutions. Work with stakeholders to prioritize, scope and make change happen. Develop new standards and processes for consumer-grade content design. Uplevel writing skills of design partners. Managed a summer 2022 intern.

STAFF UX WRITER

Ibotta / Denver, CO / Feb 2019–Aug 2021

Promoted Senior > Staff Jan 2021

Created experiences that felt and sounded human through UX writing, conversational design, user research and deep empathy. Worked cross-functionally to write, test and implement in-app copy that was useful, clear, on-brand and grounded in user needs. As the first and only UX writer at Ibotta, I worked across all user-facing teams and projects, built the UX writing process from scratch and evangelized the importance and practice of UX writing / content strategy companywide.

FREELANCE WRITING

MDASH LLC (self-employed) / Sep 2014–Present

Help brands find and speak their unique stories, hone strategy and organize chaos to get things done. Execute through content design, writing, project management, digital marketing, content marketing, social media and photography.

PREVIOUS LIFE

Digital Project Manager

Voltage / Louisville, CO / Jan 2017–Jun 2018

Content Strategist

VOCO / Denver, CO / May 2015–Sep 2016

Operations & Content Manager

Zesty / San Francisco, CA / Mar 2014–Sep 2014