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Content designer, strategist, writer, and editor with years of experience working on multidisciplinary product teams. Proven record of building and managing content strategy programs; managing, mentoring, and coaching others in the practice; and unwinding difficult content problems into successful, sustainable models. Also likes dogs and the outdoors.

RECENT WORK

Dec 2018 – present

Content Design Supervisor

Jun 2015 – Dec 2018

Content Design Lead

18F

Leading a team of content designers working on multidisciplinary teams to build better digital services with government agency partners.

- Leading content design and strategy for customers at every stage of digital product development, from early research to establish and validate needs, through iterative improvement of digital products, into coaching and transitioning the product entirely back into the partner's hands.
- Projects include: creating a design direction for a new government-owned fee-for-service cloud platform; developing content models and a longterm governance plan for the new FEC.gov; bringing a complex funding application form from concept to production with a consistent voice and vocabulary.
- Guiding the project opportunities and career development for eight other content designers, first as a lead for a rolling set of three teammates who all went on to leadership roles, and now as the supervisor of the full team. The work includes critique, performance review, staffing people to projects, resolving conflicts with project teams, and partnering with the other design supervisors to guide the broader team strategy.
- Representing the full design team in the project staffing process, working with account managers to make sure that 25 designers with a wide mix of skills maximize their ability to contribute and grow.

October 2010 – June 2015

Content Strategy Lead

The U.S. Consumer Financial Protection Bureau

Built a lasting content strategy program, enabling a new regulatory government agency to sustain a useful consumer-focused voice.

- Identified the need for a permanent content strategy program. Secured organizational support for it and launched it, developing a long-term operational plan for the agency’s design team to use in building it.
- Led a small team that embedded with multidisciplinary design and development teams. As part of that work, conducted content audits and inventories for offices across the agency; established sustainable governance practices and voice guidance for the Bureau’s product and editorial teams; and wrote and edited digital copy.
- Joined as a founding employee of the new agency to set a digital voice and engagement strategy.

SKILLS & COMPETENCIES

Trade: content inventories, audits, and models; governance and publication workflows; style guidance; voice and tone development; copyediting; generative writing for narrative, instruction, and microcopy; natural language SEO; usability testing; card-sorting; journeymapping

Programmatic: client management; mentoring and training other content designers; content program development

Related: HTML, markdown, and basic CSS; GitHub; managing and manipulating spreadsheet data; email marketing

CERTIFICATION & AWARDS

2015: Plain Language Award
GSA Administrator

2014: Agile Scrum Master
The Scrum Alliance

EARLIER WORK

2009-2010: Vice President
Revolution Messaging, LLC

Helped build a digital strategy and mobile platform startup into an established campaign consulting firm.

2008: Online Organizing Fundraising Mgr.
Obama for America

Managed a fundraising program and the progress tracking product that supported it.

Additional work history available on request.

EDUCATION

2004: Bachelor of Arts
Northwestern University
Evanston, IL

HOBBIES AND INTERESTS

Home fermenting, backcountry travel,
alternately relearning and forgetting French