Ryan Shea

Lead UX Writer and Content Designer

About me

I’m a language nerd with over 10 years of experience writing digital content. For the past 6 years, I’ve specialized in content design and UX writing for innovative customer experience applications.

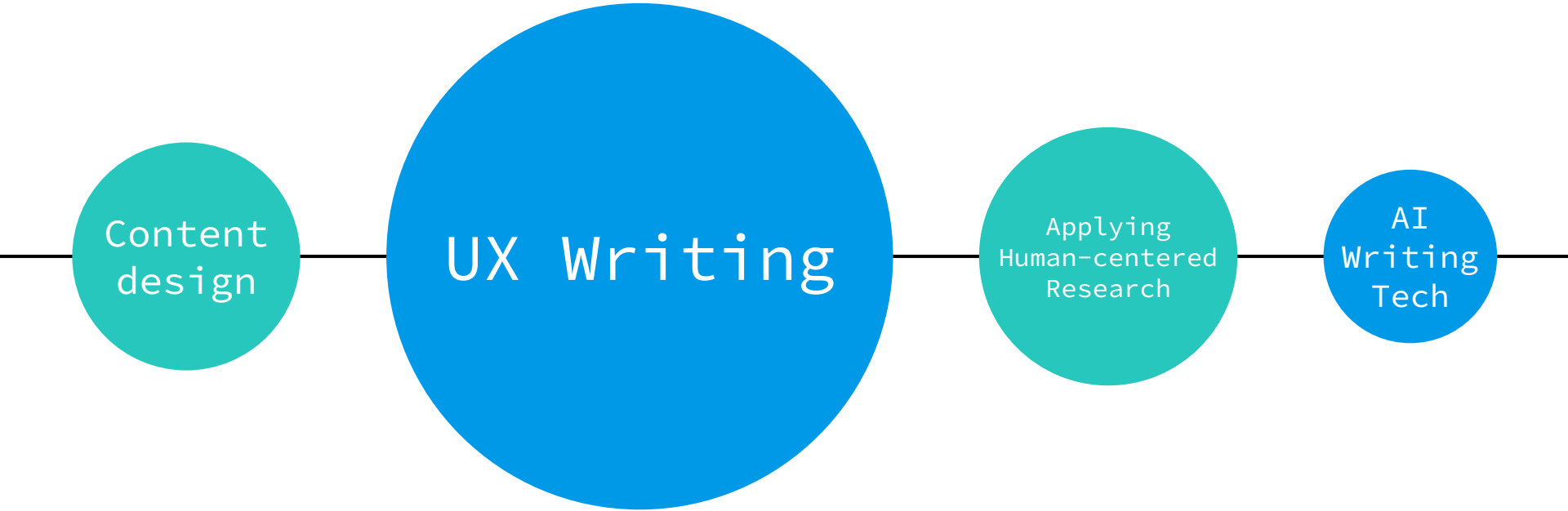
I’ve also mentored writers, editors, and owned agency relationships on UX projects. Through Salesforce’s year-long leadership training program, I learned how to lead teams with empathy and coach junior writers.

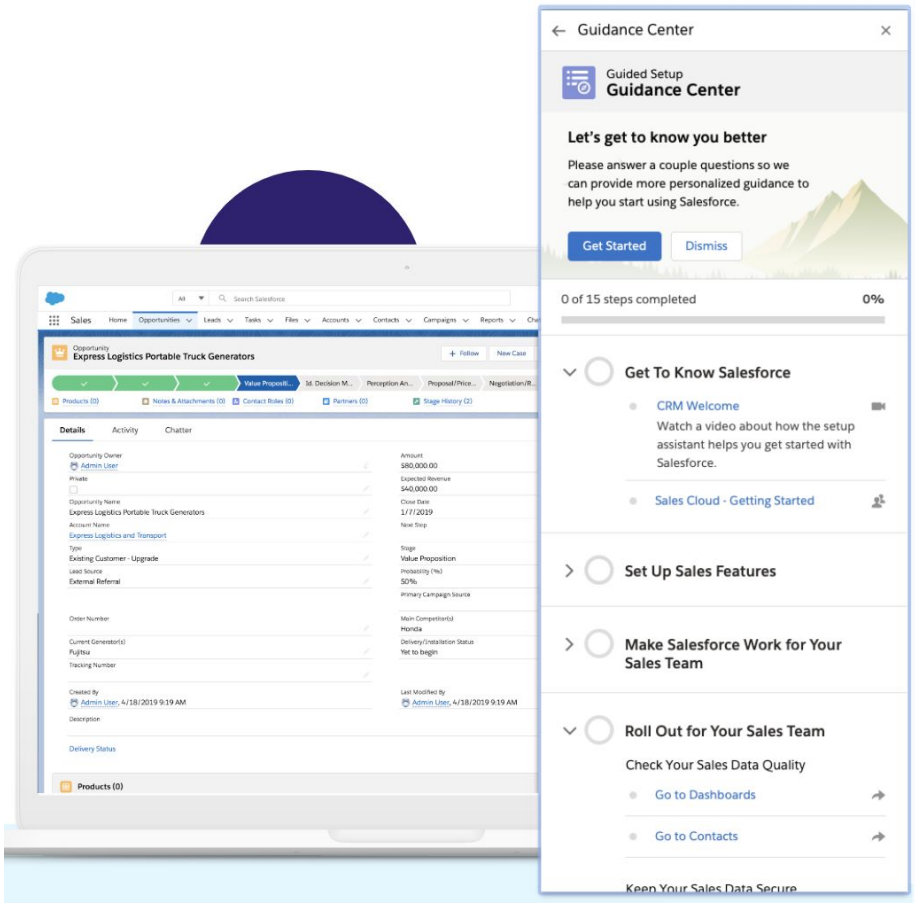
Outside work, I spend my time with my wife and son, cycling, reading, and writing fiction. So, I’m always thinking about language, how stories work, and learning from that process. As a result, I bring a unique perspective to content design and UX writing, often finding out-of-the-box solutions to common challenges.

MISSION STATEMENT

I use language to create intuitive experiences that address proven customer needs and align with business goals. Working closely with Product, Business Strategy, Design, Customer Research, Marketing, and Engineering teams, I solve problems fast, making complex ideas clear and compelling.

Top Skills


Content design
UX Writing
Applying Human-centered Research
AI Writing Tech



Actions

TRAILHEAD
Set Up Accounts and Contacts
10 · -30 mins

HELP
Manage Accounts and Contacts
5 · -30 mins

TRAILHEAD
Organize Data with List Views
2 · -20 mins

EXPERT COACHING SESSION
Manage Accounts and Contacts
Premier and Signature customers can request an individual follow-up.
Premier
4 · -2 hrs
Access Success Plan resources · Login

Trail

Get Started with Sales Cloud

Use Sales Cloud's features and tools to achieve your business goals.

Start

Service

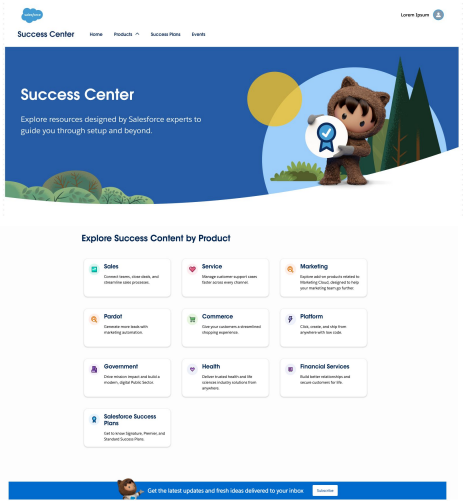
Manage customer support cases faster across every channel.

Commerce

Give your customers a streamlined shopping experience.

Case Study 1: Salesforce Success Center

Salesforce Success Center



Challenge

Customers had to browse several content hubs or search through Google to find how-to onboarding and adoption guidance for Salesforce products and add-ons.

When they found how-to guidance, there were no contextual recommendations for next steps or what to do if the present content doesn't solve their problems.

Solution

Combine the powers of customer research, internal customer success expertise, and content design to create a unified onboarding and adoption experience.

Working with a dedicated cross-functional team, I helped build a simple, personalized, and prescriptive onboarding and adoption guidance experience.

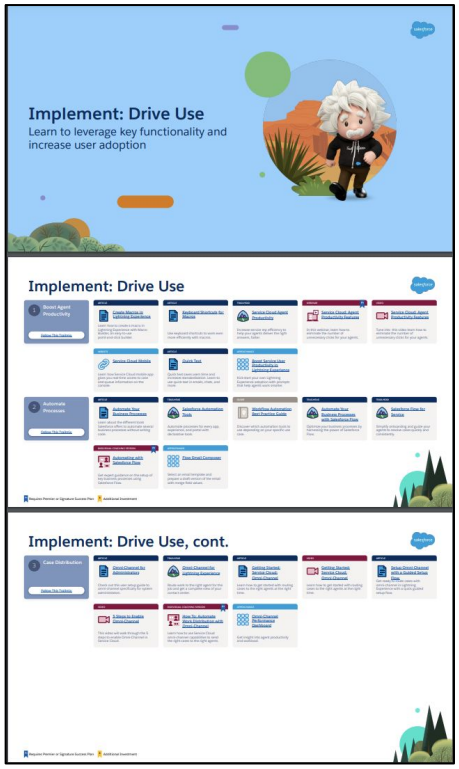
Content Design: Guidance for the Entire Setup Journey

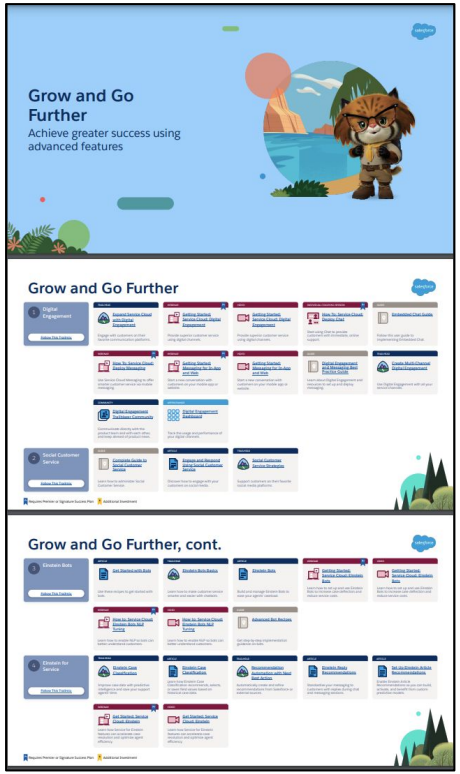
I partnered with success managers and customer research teams. We aligned on universal setup phases based on real customer implementations.

We determined what resources across the Salesforce content ecosystem best fit each use case along a customer's setup journey.

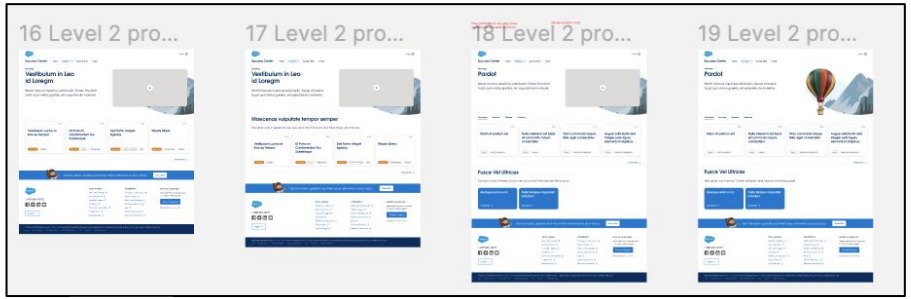
We then repeated this process for all 41 Salesforce products and add-ons that the Success center would ultimately cover.

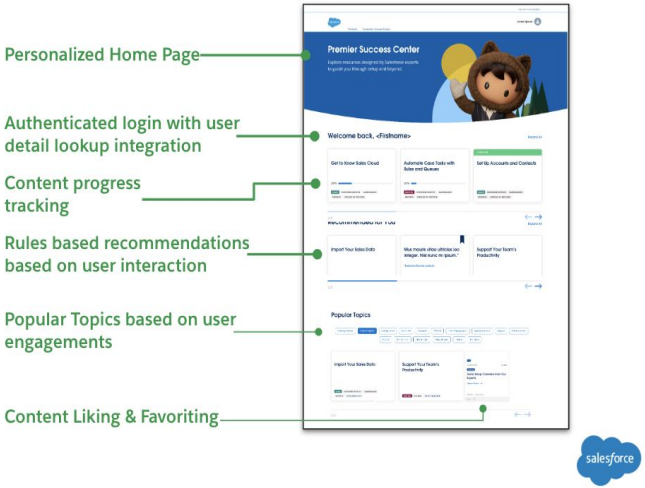
The insights gained in this research alone informed the entire onboarding and adoption organization, aligning us all and breaking down silos.





Content Design: Mapping the Customer Experience





I worked closely with the design team to map out a web experience that used the Salesforce design library to represent the content journeys we had created.

This meant coming up with a content design hierarchy and taxonomy, which became a widespread effort working with business strategy stakeholders.

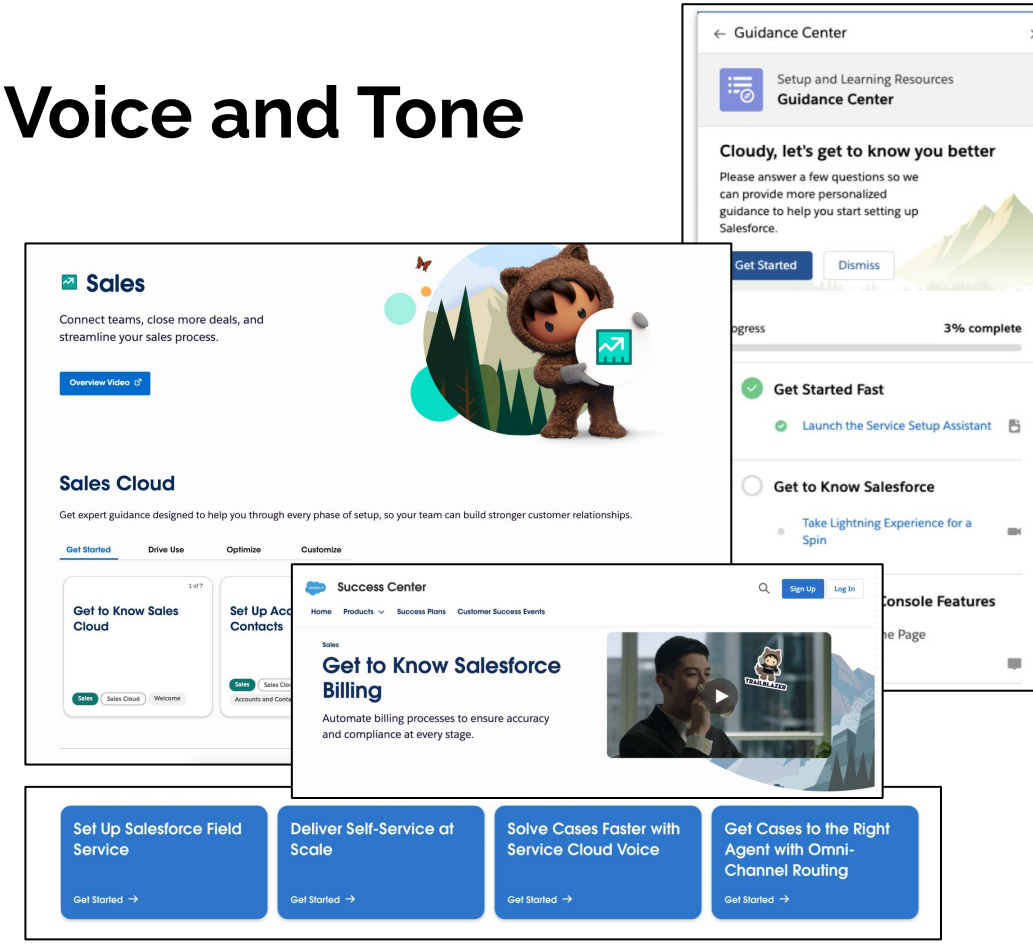
We landed on a 4-tier system of pages: Home, Product, Add-on, and Use Case. We used Product pages to not only represent Salesforce core products, but also Customer Success offerings like Success Plans and Professional Services.

UX Writing: Honing Our Voice and Tone

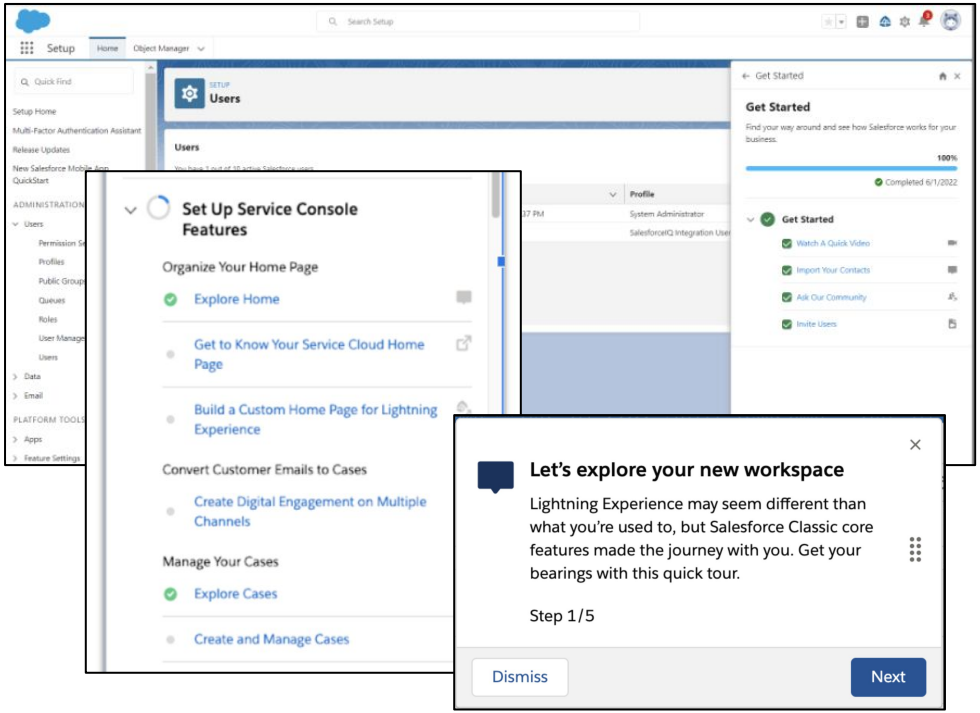
As the designers created layouts, I wrote copy for every element in the experience.

This included titles, descriptions, personalized guidance, tool tips, navigation, button and CTA, error pages and notifications, form pages for Customer Success offerings, progressive profiling surveys, customer satisfaction surveys, personalized email content, and other onboarding and adoption needs as they arose.

A central challenge for Customer Success copy was that no formal voice and tone was defined. So, I started with the Salesforce brand voice and tone and developed a more helpful, no-nonsense tone that has been adopted across the Customer Success content organization.



UX Writing: In-Product Guidance and Walkthroughs



As we expanded the Success Center experience, we created guided learning walkthroughs and tips that appeared within the Salesforce product interface.

I wrote copy for all in-app guidance, which meant shortening our messages further and speaking to the moment of product interaction.

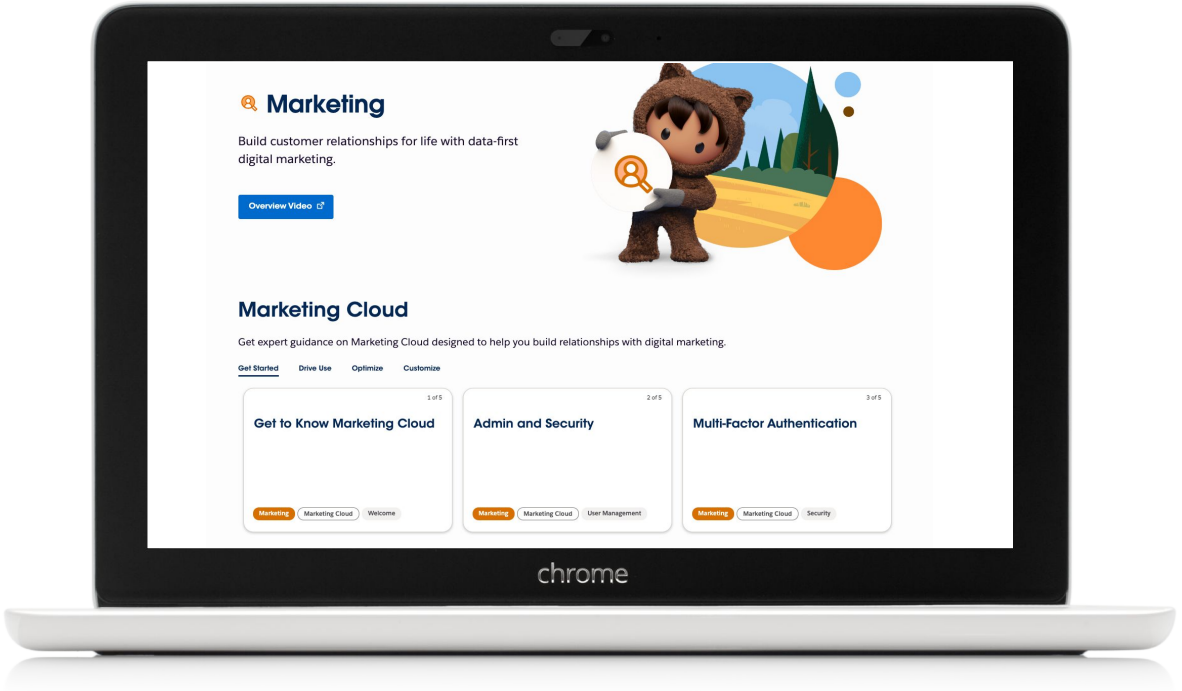
This guidance followed the same content design system that I helped create in the Success Center web experience. While product teams had created in-product walkthroughs before, the Success Center guidance was unique in its depth, connection to a content ecosystem, and a unified voice and tone.

Outcomes

The Success Center ended up getting significant customer engagement and 4.8 out of 5 in CSAT scores.

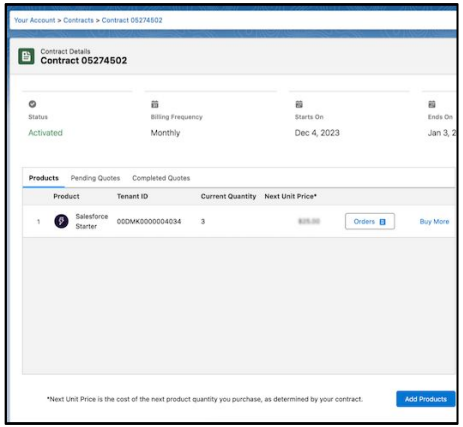
It was the first centralized content representation of the full customer journey with more than 40 Salesforce products and add-ons.

Even internal teams (sales, help) with customer-facing roles used the Success Center to drive customer conversations.



Case Study 2: Salesforce Self-Serve Renewals

Self-Serve Renewals



Challenge

Customers needed to call their account manager to renew their contracts.

Because of the effort involved, many customers did not respond to calls or emails and eventually did not renew their contracts on time or at all.

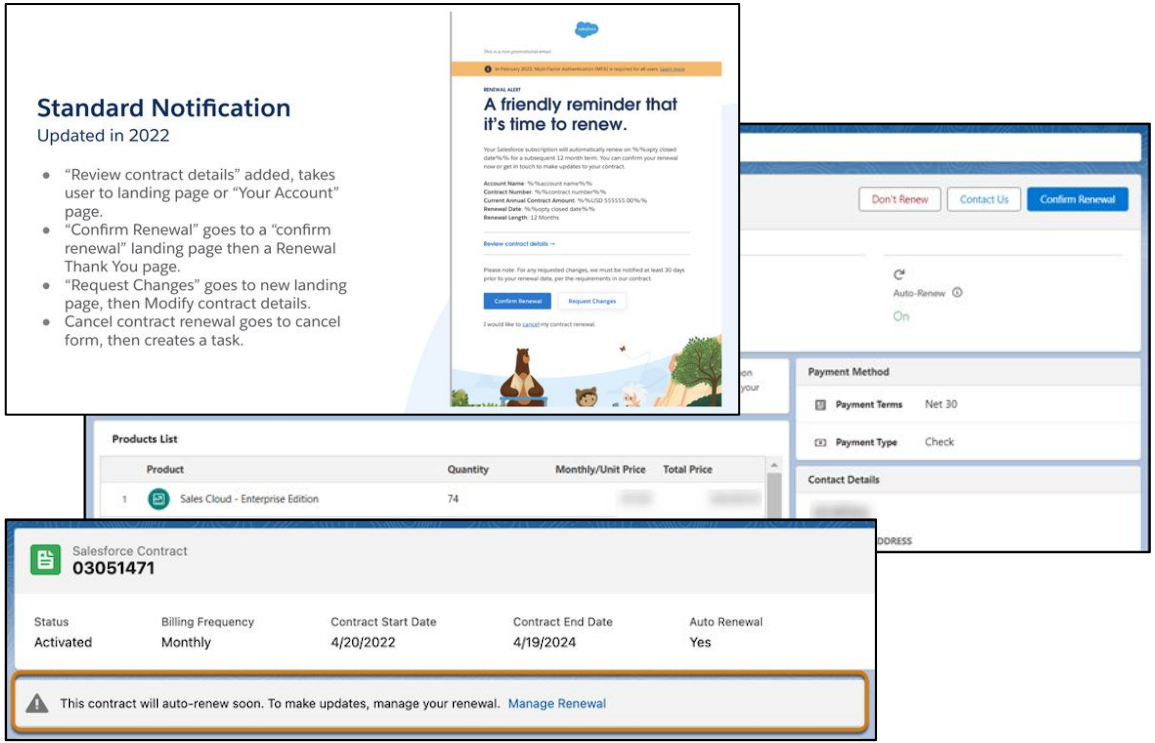
Solution

Build a first-of-its-kind self-serve renewals experience.

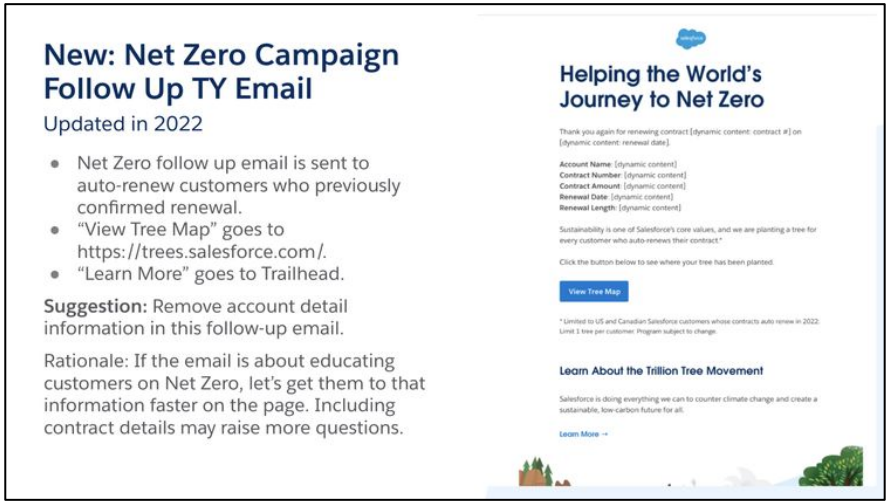
Bring together Business Strategy, Design, Engineering, Customer Research, and Content to align on customer needs, best practices, and the optimal experience.

Content Design: Unifying Email, Web, and In-Product

I wrote UX copy for the regular email reminders (90-60-30 days and then the week of renewal), the in-product renewals interface, and the web experience triggered when customer engage with the email CTAs (forms and knowledge base).



Research: Putting Customer Feedback into Content and Copy



New: Net Zero Campaign Follow Up TY Email

Updated in 2022

- Net Zero follow up email is sent to auto-renew customers who previously confirmed renewal.
- "View Tree Map" goes to https://trees.salesforce.com/.
- "Learn More" goes to Trailhead.

Suggestion: Remove account detail information in this follow-up email.

Rationale: If the email is about educating customers on Net Zero, let's get them to that information faster on the page. Including contract details may raise more questions.

Helping the World's Journey to Net Zero

Thank you again for renewing contract [dynamic content: contract #] on [dynamic content: renewal date].

Account Name: [dynamic content]
Contract Number: [dynamic content]
Contract Amount: [dynamic content]
Renewal Date: [dynamic content]
Renewal Length: [dynamic content]

Sustainability is one of Salesforce's core values, and we are planting a tree for every customer who auto-renews their contract.*

Click the button below to see where your tree has been planted.

View Tree Map

* Limited to US and Canadian Salesforce customers whose contracts auto renew in 2022. Limit 1 tree per customer. Program subject to change.

Learn About the Trillion Tree Movement

Salesforce is doing everything we can to counter climate change and create a sustainable, low-carbon future for all.

Learn More →

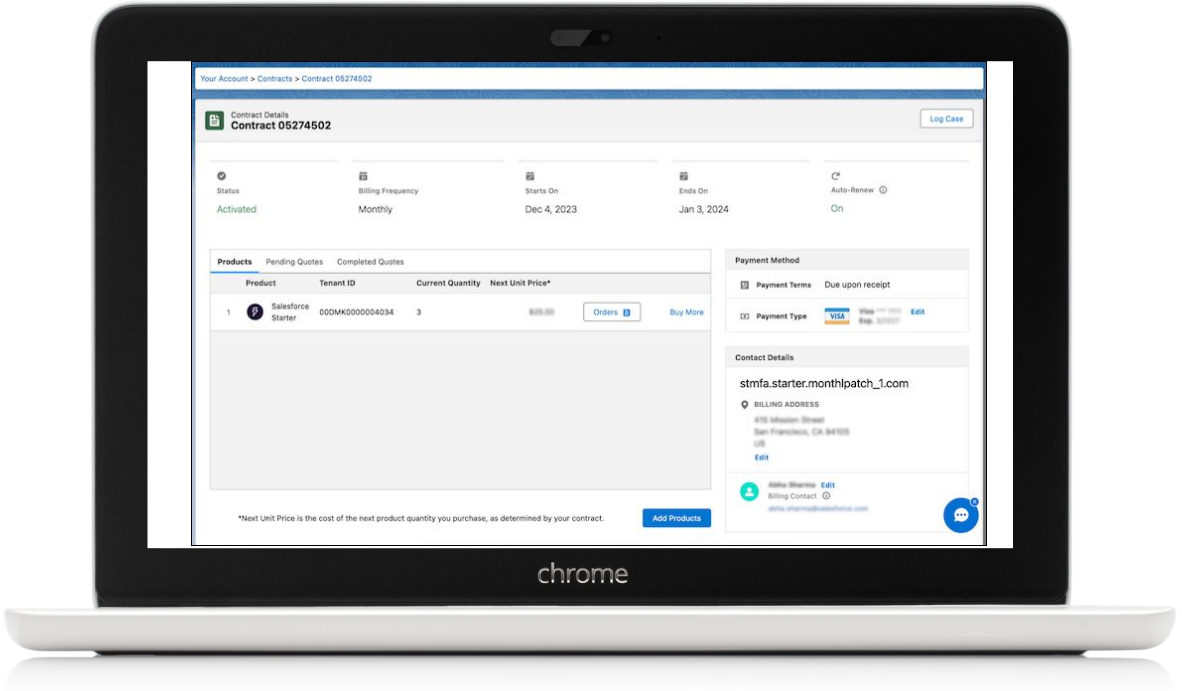
Customer feedback suggested that our renewals process could be more grounded in what customers wanted from the company – a focus on core values. So, we included a program where renewals were tied to the Salesforce "trillion trees" program. Customers would have a tree planted for their renewal confirmation. And they could view the total tree map. I wrote all UX copy for this experience as well.

Outcomes

Within the first year, over 70% of the Salesforce renewals pipeline used the self-serve experience.

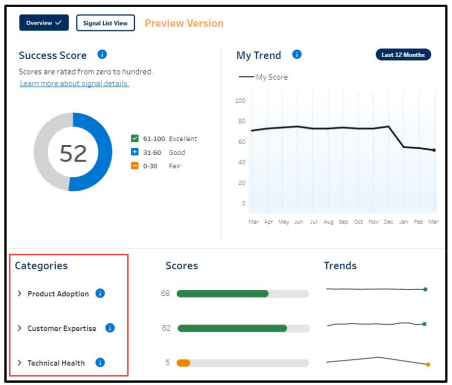
This led to a 52% year-over-year increase in self-service renewals.

Want more proof? Here's a video of SVP of Renewals Mike Marguglio giving an overview along with advice for other companies.



Case Study 3: Salesforce Customer Success Score

Customer Success Score



Challenge

Salesforce was updating their Customer Success Score interface based on extensive customer research. This score shows customers their implementation usage and health.

Our goal was to make the relationship between elements more intuitive and add clarity to how the CSS worked.

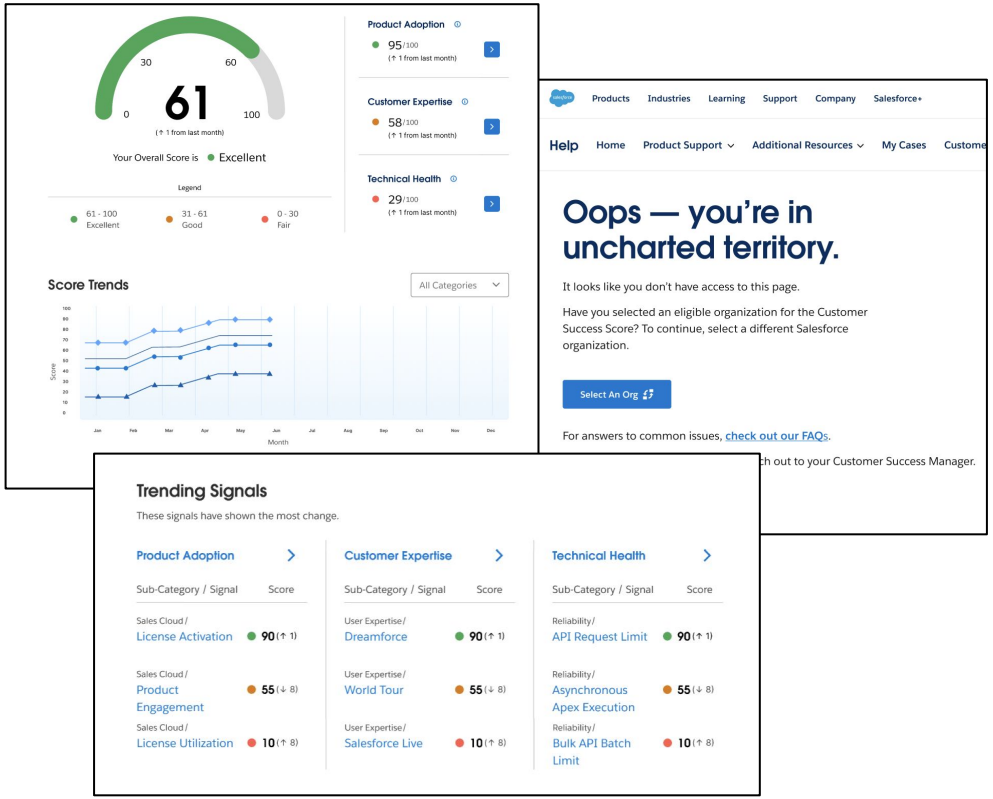
Solution

I partnered with product owners, the principal product designer, and business stakeholders to explore experience design ideas and write clear, intuitive UX copy.

How I Led UX Writing and Experience Design

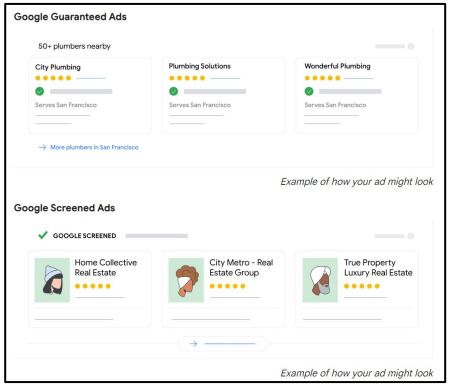
I wrote all UX copy updates for existing and new elements. I came up with the idea of including the data refresh rate (monthly) to give customers more information. I also suggested that we reorganize detail columns to show the logic behind the CSS calculations.

I also wrote a wide range of error pages, suggesting that we include clear next steps when possible, rather than offering a blank page.



Case Study 4: Google Local Services Ads

Local Services Ads Product



Challenge

We needed to overhaul the Google Ads experience for a Small and Medium Business (SMB) audience – Local Services Ads.

This was a unique challenge because we not only had to create an intuitive experience but also show the value of machine learning tools for SMB customers.

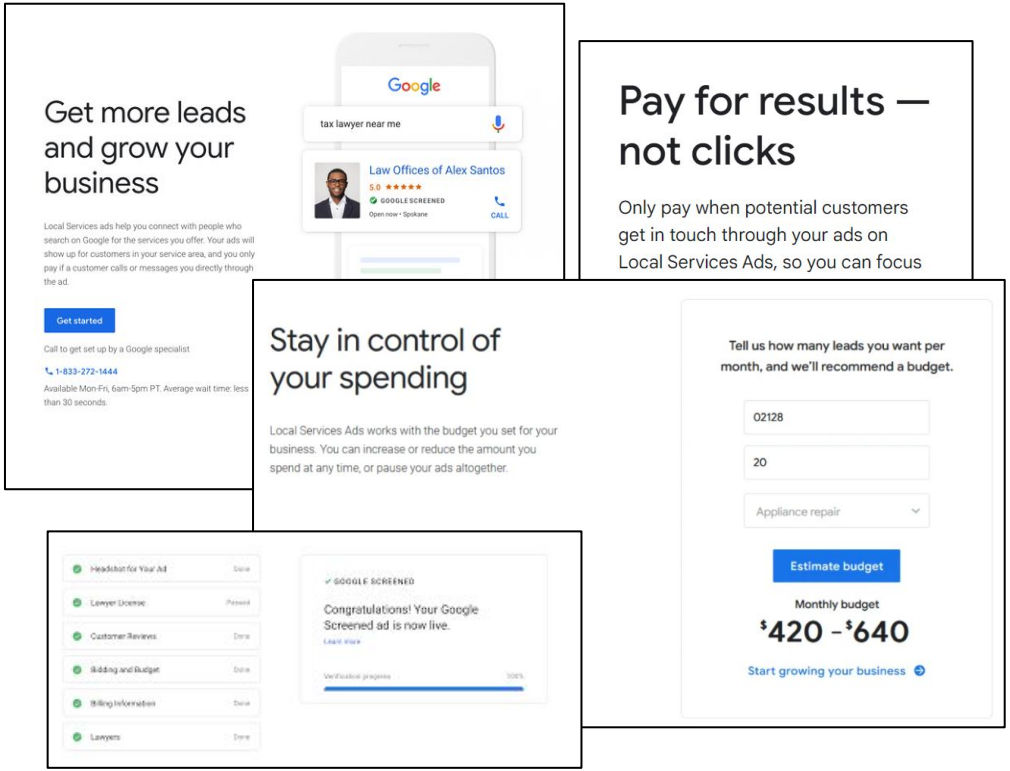
Solution

Reimagine the mobile and web experience, threading marketing narratives through UX work.

How I Led UX Writing and Experience Design

I worked with agency designers (R/GA) and internal Google teams to improve marketing narratives and build an intuitive web experience, writing all copy across the experience.

For the SMB audience, and really for all audiences, it was essential to make sure the story we're telling in marketing and the actual product experience both show the value of Local Services Ads.



Contact

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