

# Leesa Williams

## Content Designer

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I write copy that users see and interact with. During the writing process, I consider usability, accessibility, and search engine optimization, as well as writing engaging, informative, and well-structured content. I ensure that the copy is clear, concise, tailored to the user's needs, and easy to use.

### PROFESSIONAL EXPERIENCE

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#### AMERICAN FAMILY INSURANCE

##### UX Content Lead

MAR 2023-Present

- Provide UX content leadership for American Family Insurance's customer-facing website and acting as the point of contact for other writers on the team with respect to UX concerns.
- Participate in UX and Scrum meetings as required.
- Deliver content aligned with company user experience goals.
- Collaborate with UX Design and UX Research to deliver high-quality content for product user interfaces.
- Provide product copy and functionality notes for wireframes with UX designers.
- Review completed copy and contextual information in mockups with UX designers.
- Partner with UX designers and researchers to collect user feedback and conduct tests to optimize product content.
- Use SEO best practices to optimize content for search engines and reach as many people as possible.
- Use design system patterns, brand voice principles, and style guides. Create and extend style and usage guidance for each product area.
- Contribute to innovation and investment in the future of content design. Drive for simpler, modern, and better solutions.

#### AMERICAN FAMILY INSURANCE

##### UX Content Writer

MAR 2022-2023

- Utilize the UX design process to create, maintain, and optimize microcopy for the customer-facing Digital Sales Platform.
- Collaborate with Marketing, UX Design, Digital Product Owners, and Developers on the Scrum team to shape the digital experiences while maintaining brand voice.
- Leverage customer research, site metrics, and usability findings to create and optimize microcopy to improve user experience.
- Craft written communication to guide customers through an experience, while collaborating with visual design.
- Use design system patterns, brand voice principles, and style guides. Create and extend style and usage guidance for each product area.

### EDUCATION

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University of California, Davis - B.A. English

Ironhack - UX/UI Design Program, 400hr

Noble Desktop - HTML5, CSS3, JavaScript for Front-End, Flexbox, Grid, & Bootstrap

### SKILLS & TOOLS

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|-----------------|-----------|-------------|-----------------|-------------------|
| Content Design  | Microcopy | Copywriting | Editing         | Technical Writing |
| Design Thinking | UX Design | Web Design  | Jira/Confluence | Figma             |