

Experience

Senior Manager, Experience Design // Senior Content Design Lead • Jan. 2022 – Today
Capital One

- Manage 1 content designer
- Create vision and staffing strategy for content design practice in core portfolio team in Consumer Card and Bank Design
- Collaborate deeply with product management, business analysis, tech, legal and compliance, marketing, and brand creative teams
- Mentor associates in Experience Design, as well as other job families
- Oversee programming and rotating community lead role for Content Community of Practice; Content Community serves all content practitioners at Capital One

Senior Manager, Experience Design // Design Lead • Jul. 2021 – Jan. 2022
Manager, Experience Design // Design Lead • Jan. 2019 – Jul. 2021
Capital One

- Hired, led, and coached multi-disciplinary design team (4 full-time associates and 3 contractors spanning UX/UI and content design)
- Quickly mobilized team to launch experiences in the Capital One servicing website, email, IVR, and agent channels to help credit card customers impacted by COVID-19 pandemic: 1.3M customers helped, 2M+ enrollments in hardship programs
- Designed first in-house website experience, servicing emails, and agent experience for credit card customers whose accounts have charged off
- Oversaw design process from prioritization and roadmap creation through discovery, design, testing, and launch
- Mentored associates in Experience Design, as well as other job families

Principal Associate, Experience Design // Content Designer • Jan. 2018 – Jan. 2019
Senior Associate, Experience Design // Content Designer (Senior • Sep. 2016 – Jan. 2018
Capital One

- Piloted a first-time payment reminder email for new customers: 50% open rate, 9% click-through rate, 5% increase in payments above minimum due, 8% increase in on-time payments
- Launched a payment reminder email for customers who only have an email address on file: 48% open rate, 8.1% click-through rate, 2.4% net digital conversion rate
- Launched first digital self-service experience for customers in collections to sign up for a payment plan: 50K enrollments, \$15.9M in plan payments, 67% of customers complete plan
- Designed and released content updates and animation to increase awareness of and confidence in credit card payments: customers seeing this experience averaged \$1 more in spend
- Designed and wrote for experiences across the Capital One servicing website, iOS and Android apps, email, and IVR
- Mentored new content designers, as well as designers in other disciplines

Senior Content Strategist, Marketing • Jan. 2015 to Feb. 2016

Unboxed Technology

- Led redesign of Unboxed's website; in the first two months after launch, sessions increased 6%, pages per session increased 29%, average session duration increased 13%, and goal conversion rate increased 550%
- Defined and championed Unboxed's voice and tone across all channels
- Led content development for Unboxed's website, landing pages, lead generation emails, case studies, Facebook and Twitter accounts, and monthly email newsletter

Senior Content Strategist • Mar. 2014 to Jan. 2015

Content Strategist • Mar. 2013 to Mar. 2014

Unboxed Technology

- Designed sales app for national sporting goods retailer: pilot locations using the app achieved a ~25% increase in sales and ~9% increase in visits from existing customers
- Introduced UX writing to content strategy team and coached content strategists to grow this competency
- Scripted and directed animations, product tutorials, live-action videos, and e-learning courses
- Wrote self-paced training workbooks and instructor-led training courses

Content Specialist • Oct. 2011 to Mar. 2013

Whittington Consulting

- Collaborated with web designers and creative director to design award-winning B2B and B2C websites
- Created content audits, content inventories, sitemaps, wireframes, and website content
- Wrote blog posts, email newsletters, social media updates, and e-books for marketing efforts

Director of Internet Marketing • May 2010 to Sep. 2011

Web Copywriter, SEO & Social Media Specialist • May 2009 to May 2010

Key Web Concepts

- Implemented a content-first web design process and improved client communication, team efficiency, and quality of deliverables
- Defined and launched web copywriting services
- Wrote business development proposals

Education

Bachelor of Arts, English

Minor, Fashion Merchandising

Summa Cum Laude

Virginia Commonwealth University