

Susan Herman

Web Content Manager/UX Designer

Michigan (Remote)

susanhermandesign@gmail.com

www.susanherman.com

linkedin.com/in/susan-herman-designer/

PROFESSIONAL SUMMARY

Detail-oriented Web Content Manager whose background spans UX/UI design and executive operations, translating complex information into copy that feels approachable and clear. Experienced in content strategy, visual storytelling, cross-functional collaboration, and workflow management. Maintains brand consistency with practical knowledge in usability principles and information architecture, and an increasing understanding of web accessibility standards.

CORE COMPETENCIES

Content Strategy & Planning • Website Content Management • UX Writing & Microcopy • Information Architecture • SEO Fundamentals • Digital Asset Management • Content Governance & Auditing • Web Accessibility Standards • Usability Testing • Cross-Team Collaboration • Brand Voice & Consistency • Visual Design • AI-Assisted Content Tools

TOOLS & PLATFORMS

Webflow • GA4 • Figma • FigJam • Framer • Trello • Adobe Photoshop • Lightroom • Canva • ChatGPT/Claude/Perplexity (research synthesis, content drafting) • Microsoft Office Suite • WordPress

RELEVANT PROJECTS

Wander Rail: *Travel Booking Experience (Responsive UX/UI Design)*

Developed content strategy and visual storytelling for a responsive travel booking experience across mobile and desktop. Focused on clear interaction flows and persuasive, on-brand copy.

Pollinator Project: *Mobile App UX/UI (End-to-End Design)*

Designed content structure, navigation, and visual design for a mobile app helping new gardeners choose native plants. Led user research, information architecture, and high-fidelity prototyping to ensure content was approachable and actionable.

AllTrails Pay-Per-Map Feature: *UX Prototype & Stakeholder Presentation*

Designed a feature for offline map purchases, wrote supporting UX copy, and produced a walkthrough video to communicate the interaction design to stakeholders.

PROFESSIONAL EXPERIENCE

Web Content Manager & Strategist (*formal title: Executive Assistant*), Tectorius | *December 2016 – Present*

- Diagnosed critical UX issues (poor visual hierarchy, unreadable full-width text) and led the content strategy and audit behind a full site relaunch, now live, to strengthen SEO/AEO positioning.
- Increased content publishing frequency and added authority-building articles, contributing to a rise in new business inquiries, consultations, and new regular customers over the past year.
- Establish and maintain content governance standards, including digital asset organization, version control, and a content lifecycle process, ensuring brand consistency and accuracy across all published materials.
- Direct a digital marketing specialist across website content, technical literature, and LinkedIn campaigns, enforcing a structured editorial review process from draft through publish.
- Write, edit, and maintain website content, product descriptions, and marketing materials, applying UX writing principles for clarity and audience relevance.

- Lead ISO 9001:2015 certification process, coordinating internal auditors to ensure every department meets requirements.
- Attend webinars from industry leaders (Neil Patel, Webflow) on SEO/AEO to ensure website content and structure is readable and retrievable by LLMs.

Office Manager | Hunter's Irrigation | *April 2014 – November 2016*

- Managed day-to-day business operations including client communication, scheduling, and record management, ensuring accurate and organized documentation.

EDUCATION & TRAINING

Semrush Certifications | AI Visibility Essentials • Content Marketing Essentials for SEO and AI Search | March 2026 | AI Search Operating Systems August 2026

UX/UI Designer Certification | Designlab | December 2025

Certificate of Excellence | General Proofreading: Theory & Practice | October 2023

Associate of Applied Science, Photography | Lansing Community College