

*Pushing the bounds of what is possible through AI-powered design and development.*

## Professional Experience

- 06/23 – Present** | **Lead Content Designer**, International Expansion | Affirm  
Fully Remote  
I currently lead content design globalization across product surfaces, including web, app, communications, and enterprise partnerships. I am also leading my team in the adoption and creation of new AI tools and features.
- ◆ Develop AI tools that enhance cross-functional collaboration to scale localization efforts, increase content consistency, reduce translation costs, and streamline engineering handoff
  - ◆ Designed and launched UK MVP web product, app, and enterprise partner experience, resulting in over 50K new users, 1,700 active merchants, and \$2M+ in GMV in the first 12 months
  - ◆ Contribute to new business RFPs – recently winning two of the largest global e-commerce platforms – through demonstrated localization of branded UX flows, comms, and prototypes for target markets
  - ◆ Partner directly with engineers in GitHub and Figma to scope content requirements and ensure copy fidelity from design through implementation
  - ◆ Design prompts, interaction patterns, and agent behaviors for org-wide custom GPTs and Claude Code skills, establishing reusable AI writing patterns and replacing repetitive work across design, engineering, and product
  - ◆ Evaluate and iterate on AI-generated output quality across internal tools, refining prompts and language patterns based on usage and team feedback
- 01/22 – 06/23** | **Senior Content Designer**, Repayments & Servicing | Affirm  
Fully Remote
- ◆ Increased ACH adoption as a repayment method by 38%, saving \$1.92M in annual payment processing
  - ◆ Reduced payment failure and delinquency rates upwards of 1% through A/B testing user education and simplified language, resulting in \$1.7M in annualized NACO savings
  - ◆ Drove NACO savings of \$2.9M through UX enhancements for Apple Pay integration as a repayment method
  - ◆ Championed the need for a company chatbot experience, developing preliminary content frameworks, question and answer pairs, and engagement rules
- 10/19 – 01/22** | **Digital Experience Strategist** | Mercury Healthcare (Healthgrades)  
Denver, CO
- ◆ Led content design from inception to launch of a new B2B data management portal, establishing product terminology, taxonomies, and a style guide for consistent reuse across user-facing and system-level content
  - ◆ Built dynamically evolving user experiences for omnichannel, consumer-focused campaigns, creating personalized journeys, marketing automation, tailored content and behavior-dependent CTAs
- 04/16 – 09/19** | **Content Strategist** | Healthgrades  
Denver, CO
- ◆ Led strategic analysis of client websites to discover gaps, improve SEO performance and enhance UX
  - ◆ Cut campaign development time from 4+ months to 23 days through productized campaign strategies
  - ◆ Managed freelance writers and other content production resources for numerous client website projects
- 03/15 – 03/16** | **SEO Copywriter** | Healthgrades  
Raleigh, NC
- ◆ Optimized client campaigns with keyword-rich web copy and edited for consistent brand voice and tone
  - ◆ Developed reusable keyword inventories for repeat campaign topics to share across copywriter and SEM teams, mitigating duplication of keyword research efforts and improving relevance scoring

## Education & Research

- 2007 – 2011** | **East Asian Studies, B.A.** | Davidson College  
Davidson, NC
- ◆ Independent Thesis: *An In-Depth Analysis of the Chinese Concept of “Face” Within the Workplace*

## Core Competencies

- 24/7/365**
- ◆ Exceptional creative and UX writing ability, with keen eye for detail
  - ◆ Excellent communicator, experienced in engaging storytelling and presentation
  - ◆ Systems thinker, self-learner, strategist and collaborator
  - ◆ Adept with Google Workspace, Figma, ChatGPT, Claude Code, Cursor, GitHub, JIRA
  - ◆ Proficient in HTML coding, Drupal, Contentful, Smartling and UserTesting
  - ◆ Language lover and grammar nerd whose favorite punctuation mark is the interrobang (?)