

Suzanne O. Richards

Suzanneokelly@gmail.com

<http://www.suzanneorichards.com>

ADPList Mentor: I have 20 top reviews!

1 patent DEPOSIT LIFE CYCLE TRACKER USER INTERFACE filed with US Patent and Trademark Office

Employment

Suzannehowrites

April, 2020-present

My contract work and gigs include:

- Content designed, iterated, and shipped the “spendable funds” project that allowed shoppers to discover their spending power from their sales proceeds at different areas of the shopping experience. Also codedesigned the split payment flow, which lets customers use multiple payment forms for high-ticket items (**eBay**) **exceeded launch expectations by 9%**
- Turned a bank product into a sensitive computer assistant who guided grief-stricken people through the inheritance process digitally by designing with clear, thoughtful, and appropriate language. (**Schwab**) (**Well-received**)
- Established the UX writing discipline. Documented best content design practices, established a Jira ticket system for content intake, set up content and approval–tracking templates in Google Docs (**Sigma Computing**)

PayPal, San Francisco, CA

August 2020-April 2022

Sr. Content Designer

- Collaborated with stakeholders, product owners, product managers, producers, compliance/legal, marketing, dev, and QA as I shaped content narrative and co-created awesome experiences for merchants marketing their business. SHIPPED: Merchant Marketing Campaign Creation Flow v1.
- Translated complicated accounting terminology into UX microcopy, emails, CTA buttons, landing pages, pop-ups, and push notifications for web and mobile apps using Figma, Miro, and FigJam.
- Wrote and proofread all content from feature discovery to welcome email
- Managed legal review process via presentation, Confluence, and JIRA ticketing process
- Lead the UX content effort and aligned with all designers daily during each sprint to deliver high-fidelity mockups for email and UI

Intuit, Mountain View, CA

January 2018-October 2019

Sr. Content Designer

- Created and owned end-to-end product copy for QuickBooks Payments (desktop and mobile) using Sketch and Abstract
- Translated complicated accounting terminology to create tooltips, buttons, modals, field labels, headers, subheads, emails, CTA buttons, landing pages, pop-ups, and push notifications using Figma, Miro, and FigJam
- Brainstormed copy variants for A/B testing and actively utilize user testing to maximize the impact
- Worked with product managers, researchers, and designers to understand merchant emotional journeys

- SHIPPED: 2 projects were "faster deposit" products that allowed customers to see their payments in their accounts sooner. 1 was a "pay link" project that allowed customers to share a link to get paid

GoDaddy, San Francisco, CA

January 2017-January 2018

Sr. Content Designer/Content Marketing Strategist (50/50 role)

- Created engaging content across all channels. Projects ranged from UX copy in customer purchase and GoCentral website builder flow, product how-tos for verticals, content marketing pieces to drive SEO traffic, sample vertical copy for popular categories, and [customer stories](#)
- Created, evolved, socialized, and implemented the brand, tone, and style guide for the GoCentral Website Builder product

Bank of America, San Francisco, Ca.

February 2010-May 2015

Content Designer, then Sr. Content Designer

- Led content-heavy creative projects through UX review, partner review, department presentation, and delivery
- Transformed complex banking jargon into conversational, approachable language while executing end-to-end content strategy for multiple platforms
- Crafted user interface text, product messaging, landing pages, emails, and other project deliverables

Education

M.F.A, CREATIVE WRITING, ENGLISH San Diego State University, San Diego, Ca.

B.A, CREATIVE WRITING, GENERAL COMPOSITION University of California, Davis, Davis, Ca.

2022 UX Content Collective: UX Writing Fundamentals

2022 Nielsen Norman Group UX Practitioner Certification

2018: Information Architecture and Content Strategy, UC Berkeley Extension

2014: UX Process and Design, General Assembly