

Stephanie Ogburn

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Professional Summary

Creative and detail-oriented Content Designer / Content Strategist with over 7 years of experience developing clear, simple user interfaces and over 10 years experience as a professional journalist and editor. Experience conducting user tests and using research to inform word choice and content, crafting style guides and word lists to unify product voice and tone, performing competitive research, and developing content models and information architectures. Highly skilled in UX writing, mobile/desktop design, UX research, and Figma.

Work Experience

Indeed | Remote

UX Content Designer | July 2022 - present

- Designed and iterated on end-to-end flows for AI-generated messaging to help job seekers quickly and confidently respond to employer messages
- Led updates to education form labels that led to a 7% increase in form completion for users with non-traditional degrees, increasing representation for job seekers with alternative education
- Led an audit and usability evaluation of an internal tool to identify priority areas for improvement, leveraging results to guide roadmap planning for the tool
- Increased open rate by 8% for several email campaigns after leading an email audit and crafting a new strategy to simplify content and update voice and tone
- Created a flexible yet standardized hierarchy for new marketing web pages and flows by developing product information architectures and content models
- Improved naming consistency throughout Career Services by crafting a consistent naming framework for products based on user-tested value propositions, and onboarding a marketing team to this framework to guide their creation of supporting campaign materials
- Seen as a trusted partner by researchers, designers, product managers, and engineering team

Radial Development Group | Remote

Content Strategist and Technical Writer | January 2021 - April 2022

- Took on a new role as the company's content strategist, creating an internal style guide for the company website and email communications impacting 30,000 users
- Achieved a > 20% open rate on biweekly company email newsletter by developing and implementing a newsletter with a uniquely conversational voice and tone, improving client engagement
- Pioneered the development of new technical documentation for client projects, increasing client understanding of complex technical software and hardware

Radial Development Group | Loveland, CO

Software Developer Lead | November 2019 - January 2021, June 2017 - July 2018 (returned after break)

- Led a localization/internationalization project for an education product serving users in 4 languages, meeting a tight deadline for a product launch
- Leveraged Agile methodologies to ensure successful product delivery for companies ranging from startups to multinational corporations
- Produced clean, effective code based on client's specification and performed user testing to ensure >90% test coverage of new code

Nutrien Agricultural Solutions | Loveland, CO

Software Developer Team Lead | July 2018 - April 2019

- Led a team of 5 software developers to build a new agribusiness platform with complex integrations
- Worked closely with user experience design teams, product owners, and developers to design software functionality and improve reliability by improving unit and integration test coverage
- Ensured continued success by authoring technical documentation for reference and reporting

Employment Gap | April 2016 - June 2017

Full Stack Software Engineering Education and Job Search

- Learned full-stack engineering and performed contract work to build software development skills

KUNC | Greeley, CO

Digital Strategist and Radio Producer/Science Writer | June 2014 - April 2016

- Science journalist reporting on science, political, and business news, creating accurate and engaging radio and digital stories on weekly and daily deadlines
- Accurately reported breaking news on deadlines of just a few hours for radio programs with over 10 million listeners
- Ran social media accounts for local NPR member station, building audience base by anywhere from 5-12% depending on platform

Skills

UX Writing, Content Strategy, Content Modeling, Information Architecture, AI Prompt Engineering, LLM Output Evaluation, Voice and Tone Guidelines, Technical Writing, A/B Testing, Figma, User Testing, Competitive Research, Technical Project Management, Software Development

Education

Master of Science | Yale School of Forestry and Environmental Studies | 2007

B.A., B.S., Communications & Graphic Design | University of South Carolina | 2002

UX Writing Fundamentals | UX Content Collective | 2022

Full Stack Web Development Certificate | Galvanize | 2016