Heather McBride

UX Content Designer

mcbrideswords@gmail.com
linkedin.com/in/mcbrideswords/
www.mcbrideswords.com

EXPERIENCE

Senior UX Content Designer, Packages & Recommendations
Expedia Group
Oct 2022 - Present

✏️UX writing ⚡content strategy 🗒️documentation

- Q3/2023 projects, alone, are projected to earn $11.5 million annually and are heavily dependent on my contribution
- Focused on the "big picture" content strategy for multi-step e-commerce sprints that build upon each other to accomplish long range goals
- Wrote copy, planned UX research, and audited travel package flows from homepage to checkout including price breakdowns, payment options, abandoned carts, flight and seat selection options, hotel comparisons, and activity selection
- Collaborated on the development of a unified UX writing and a global content guide used by both design and marketing teams
- Mentored interns and new UX content designers and strategists

Principal UX Content Designer
Cvent
Dec 2021 - Sep 2022

✏️UX writing 💡management 📐content design systems

- Managed documentation and training projects and mentored half of the UX content design team
- Provided UX writing and content framework on our specialized design system for a self-serve web design product
- Implemented a UX writing hand-off process for developers and localization
- Established a formalized content design strategy for video projects (interactive, editing, and webinar) and b2b onboarding flows for a new self-service design system

EDUCATION

Certificate in UX Writing
UX Content Collective
Jul 2019 - Aug 2019

MA English
Boise State University
Sep 2015 - May 2017

BS Public Communication
University of Idaho
Sep 1995 - May 1998

KNOWLEDGE

UX Writing
Content Design Strategy
Tone & Voice
Copy Editing
AI Prompt Writing
AI Content Management
OOUX basics
UX Research
Mentorship and Advising
Recruitment and Hiring
Roadmapping
Storytelling
Agile

TECHNOLOGIES

Figma, Sketch, Bard, ChatGPT, Jira, Phrase (localization management), LMS Systems, Notion, Confluence, Bootcamp Spot, Slack, Zoom, Teams, Box Notes

Heather McBride

mcbrideswords@gmail.com
linkedin.com/in/mcbrideswords/
www.mcbrideswords.com

EXPERIENCE CONTINUED

UX Writer

Abstract

Sep 2020 - Nov 2021

✏️UX writing ⚡content strategy 📝 documentation

- Provided ownership of content inventory and writing guide
- Conducted regular content user research both with and without our staff researcher
- Lead or served on all naming and voice and tone workshops
- Projects centered on a new enterprise design documentation system, onboarding flows, and e-commerce package selection including checkout flows, abandoned carts and added enterprise seats

Assistant UX/UI Bootcamp Instructor

University of California, Berkeley

Jul 2020 - Feb 2021

🎓 training 🙌 mentoring 📊 tracking growth

- Engaged in growth mindset teaching practices
- Encouraged students to use best UX practices and methodologies
- Mentored students and conducted career development workshops
- Identified students that needed scholastic intervention

Senior Content Strategist

TedXSeattle

Mar 2020 - Mar 2021

⚡content strategy ✏️innovation 📝 long-form writing

- Ran content strategy on the first fully remote TedX event in history
- Crafted social media content for multiple channels
- Ideated on speaker bios for web and print and created interviews for spotlight articles
- Stepped in to edit full website as an emergency measure

UX Writer

Givlify

Jan 2020 - Mar 2020

✏️UX writing ⚡content strategy 📝documentation

- Provided timely, research based content strategy
- Created copy and typography changes based on usability studies
- Developed a database of content standards and branded language

Heather McBride

UX Content Designer

mcbrideswords@gmail.com
linkedin.com/in/mcbrideswords/
www.mcbrideswords.com

EXPERIENCE CONTINUED

UX Writer and Researcher

KIDS Center

Jul 2019 - Jan 2020

🖊️UX writing ⚡content strategy 🔬UX research

- Problem solved for unique linguistic issues using user flows, a writing style guide, and content strategy
- Conducted observational ethnographic UX research with staff and clients
- Collaborated with design and development on app language and flow and with management on scripted client interaction guides

Composition Instructor

University of Oregon

Sep 2017 - Dec 2018

- Conducted pedagogical research to aid in content development
- Created a research based course design and multi-modal content
- Mentored new writers and helped them to write clean, concise copy

First Year Writing Instructor

Boise State University

Aug 2015 - Jun 2017

- Collaborated in cohorts to develop accessible class content
- Conducted research of student experience for course development
- Created and taught ESL student centric success strategies

Second Language Learning Assistant

Boise State University

Aug 2014 - Jun 2015

- Developed lesson plans with educators for inclusive pedagogy
- Conducted focused workshops and tutoring sessions
- Developed ethnographic research on student/content anxiety

Copy Editor

The Bend Bulletin

Aug 2002 - Jul 2003

- Edited the daily paper, weekly supplements and special editions
- Collaborated with graphic design staff, obits, and ad sales staff
- Presented changes and collect feedback from stakeholders