

STEPHANIE ELIE

UX WRITER | CONTENT DESIGNER | STRATEGIST

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stephanielelie.com



EDUCATION

Writing for Web & Mobile |
Gymnasium
Disney's Approach to Quality
Service | Disney Institute
UX Deliverables & Managing
UX Strategy | NNG
Digital Marketing Certified |
General Assembly
Content Marketing Certified |
Hubspot
Marketing Strategy Certified |
CoSchedule
User Experience Design
Certified | General Assembly
BA in Journalism | CSU Long
Beach

EXPERTISE

Sitemaps, Rapid Prototyping,
Wireframes, Content
Strategy, A/B Testing,
Personas, Content Audits, On-
Page SEO, Agile PM, User
Research, Usability Testing,
Web Content Writing, QA
Testing, User Flows,
Budgeting, Content Modeling,
Taxonomy, UX Design

History of making clients happy by launching user-friendly web interfaces and client-friendly content management systems on time and under budget.

Agent of change. Influenced agency to restructure their web design process which decreased rounds of revisions through ALL stages of the web development process.

Product management, content strategy and UX experience with over 15 years in progressive roles at various corporations and agencies.

Content first approach that helps clients share their stories across all digital channels (website, blog, newsletters, and social channels).

Recently published work: *Using Content Strategy as a Benchmark for a Redesign* on the Content Science Review
<https://review.content-science.com/using-content-strategy-as-a-benchmark-for-a-redesign/>

RELEVANT EXPERIENCE

CONTENT DESIGNER & STRATEGIST

Intuit (Contract) | February 2019 – Present

- Researched and organized card sorts and other activities to establish a new site structure for the QuickBooks Design System (QBDS).
- Defined and developed a new content structure and templates for the QBDS redesign project.
- Helped launch the redesign of contentdesign.inuit.com. Currently managing monthly updates.
- Defined and helped execute content strategy for Intuit Developer Group
- Conduct periodic inventories, audits, mappings and competitive analysis of web content.
- Collaborate and educate designers, marketing managers, and product managers about content strategy and content design.

CONTENT STRATEGIST

Disney Parks & Resorts (Contract) | September 2017 – January 2019

- Researched and organized card sort activities and user research to establish a new site structure for the Disney Cruise website.
- Created web and mobile content strategy for a suite of Disney brands such as Disney Cruise Line, Disneyland, RunDisney, Disney Institute and Disney Meetings.
- Teamed with product managers, user experience specialists, designers and other stakeholders to develop content to meet business goals.
- Established a new site structure (navigation) for 3 high-profile websites and improved findability and functionality.
- Developed and maintained key deliverables including content audits, page inventories, facet maps, story flows and personas.

PREVIOUS CLIENTS

American University College of Law, Chemonics, Bill & Melinda Gates Foundation, The Council of Chief State School Officers, Irvine Foundation, Toyota USA, Tamron USA

FAVORITE TOOLS

Sketch, WordPress, Trello, Google Analytics, Bootstrap, MarvelApp, Slack, CSS, Adobe Lightroom, HTML 5, Adobe Photoshop, SEMRush, Invision App, Optimal Workshop, Hotjar, CoSchedule, Axure, Moz, Screaming Frog, Google Search Console, Framer, Genesis Wordpress Theme, UserTesting.com, GitHub

MEMBERSHIPS

UXPALA & DC Content Strategy Alliance

EXPERIENCE (CONTINUED)

CONTENT STRATEGY ASSOCIATE (VOLUNTEER)

UXPA Los Angeles | May 2018 – February 2019

- Worked with the team to develop content for the UXPALA website and establish an editorial calendar for the blog and social media channels.

SENIOR UX DESIGNER & CONTENT STRATEGIST

GMMB (subsidiary of Omnicom) | January 2015 – July 2017

other positions held include:

Senior Digital Producer | July 2013 – December 2014

Digital Producer | October 2012 - June 2013

- Managed the development of all websites for our global non-profit, education and association client base.
- Implemented a user-centered and content-oriented approach to projects that reduced design and development iterations.
- Led the UX strategy for all website projects. Created sitemaps, wireframes, sketches, journey maps, functional prototypes, user personas, content maps, user flows and taxonomy.
- Established a process for conducting content, UX and SEO audits for a team of Digital Strategists.
- Managed and maintained over 20+ projects simultaneously and launched 14 websites within a 12-month period.
- Produced WordPress websites and Campaign Monitor e-mail campaigns from inception to completion.
- Initiated project plans including estimates, timelines, and resource allocation.

DIGITAL PRODUCT MANAGER

The Wonderful Company | February 2012 – July 2012

- Led a creative project team in the ideation, design, development, launch and ongoing maintenance of the Telefora website.
- Provided UX strategy for all new page and created functional documentation for designers and developers.

DIGITAL ASSOCIATE PRODUCER

Disney Interactive | July 2008 – November 2011

- Managed the production of daily and monthly content updates for several Disney franchise websites and bi-weekly email newsletters.
- Interacted with product teams, content editors, developers and designers to ensure quality work and timely delivery.

WEB MANAGER | Los Angeles Newspaper Group

2006 - 2008

WRITER & PHOTOGRAPHER | Freelance

2001 - Present

WORK & LIFE CHANNEL EDITOR | A & E Entertainment

2008 – 2011

WEB DEVELOPER | Casino Publishing Group

2001 – 2003

WEB DEVELOPER | Travelworm.com

2001 – 2002