

# Jessica Anderson

San Francisco, CA 94122

(734) 678-2959

[jmab.anderson@gmail.com](mailto:jmab.anderson@gmail.com)

[www.linkedin.com/in/msjessicaanderson](https://www.linkedin.com/in/msjessicaanderson)

---

## Content Designer | UX Writer

Innovative and collaborative Senior Content Designer with extensive experience in user-centric design, content strategy, and process improvement within highly regulated industries. Proven track record of transforming complex systems into streamlined, user-friendly experiences, driving adoption rates, and leading cross-functional teams to deliver impactful UX improvements. Skilled in terminology development, information architecture, and research-driven decision-making. Expertise includes:

- User Experience Design
- Content Design & Strategy
- Information Architecture
- User Experience Writing
- Notification strategies
- Interpersonal communication
- Collaboration
- Style guides and tone frameworks

## EXPERIENCE

**Meta**, Menlo Park, CA

**July 2020 – April 2024**

### **Senior Content Designer**, March 2022 - April 2024

Responsible for leading initiatives that speed up internal developer experiences, simplified terminology, and built consistent, clear content experiences for people.

- Transformed an internal developer tool by creating consistent and simple terminology for it, slashing the process time from 70 days to under 5.
- Developed terminology for metrics and UX concepts, driving a 63% adoption rate for a new feature that standardized company-wide compliance requirements.
- Led workshops and design sprints that brought high-level ideas to life in the form of 20+ UX improvements, resulting in product language consistent with standards and style guides.

### **Content Designer**, July 2020 - March 2022

Strategic content designer in a highly regulated industry. Responsible for defining terminology and a taxonomy for a database indexing all the products and services Meta offers.

- Designed a new user experience, integrating two separate systems. As a result, Meta gained the ability to centrally manage data privacy compliance. Received promotion.
- Crafted foundational product language and information architecture for a brand new internal tool, allowing people to index all the products and features being built at Meta.

**Thomson Reuters**, Ann Arbor, MI

**July 2013 – July 2020**

**UX projects lead**, Jan 2019 - July 2020

Responsible for gathering user experience insights, analyzing the findings and translating them into solutions addressing key customer service and technical support pain points.

- Defined and conducted a user research study whose findings led to redesigning key billing statements and online experience customers struggled with.
- Created a style guide, resulting in consistent content able to be reused in multiple channels.

**Senior Content Specialist**, May 2016 - Jan 2019

Responsible for maintaining online technical documentation for tax and accounting software and its organization in our content management system (CMS).

- Designed user assistance content that allowed customers to navigate multiple large scale changes to the software that were mandated by the IRS.
- Redesigned 2000+ pieces of internal Customer Service content and added them to a content management system, enabling reuse of the content across multiple channels.

**Customer Service Representative**, July 2013 - May 2016

Developed skills and knowledge across a variety of products, processes, and departments to ensure customer satisfaction

**EDUCATION**

**Course work in the following areas:**

**User Experience Design**

Online courses through the Interaction Design Foundation

**Web Design and Development**

Washtenaw Community College Ann Arbor, MI

**Secondary Education, Integrated Sciences**

Eastern Michigan University Ypsilanti, MI

**TECHNICAL SKILLS & EXPERTISE**

Figma

Usability Testing

Markdown & HTML

Wireframing & Prototyping

Diagramming & Flow Charts