

# Tiara A. Richardson

## Senior Content Designer & UX Strategist

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### Professional Summary

Content design leader with 10+ years driving user-centered content strategy across enterprise, e-commerce, and SaaS platforms. Proven expertise in simplifying complex information, scaling content, content governance, overhauling information architecture, driving UX strategy, integrating AI in workflows, and ensuring accessibility.

### Experience

**Zapier, Remote**

**02/2023 – Present**

**Sr. Content Designer**

Co-led and scaled the content design practice for the Zapier in-product experience.

- Conducted a content and UX audit of the product, identifying content patterns and proposing 300+ recommendations; worked cross-functionally implement changes, improving the user experience
- Established and scaled the content design practice across 8+ product teams, building content guidelines, a glossary with 200+ terms, terminology standards, and feature naming conventions—creating reusable patterns for consistency
- Optimized Zapier AI Copilot assistant's voice and tone by collaborating with engineering on prompting
- Co-developed a content guidelines AI chatbot to scale UX writing to design and product teams
- Drove 445% increase in Single sign on (SSO) adoption through strategic content design and I/A
- Mentored designers, led journey mapping workshops, and collaborated cross-functionally on 30+ projects quarterly, establishing content design as strategic partner in product development

**Meta, Remote**

**07/2022 – 11/2022**

**Content Designer**

Partnered with product designers, engineers, privacy, and legal teams to improve the experience of Messenger and Instagram.

- Developed content strategy and microcopy for the Messenger Community Chats product, contributing to 150% month-over-month adoption
- Partnered with localization teams to ensure content translated and scaled globally and established terminology patterns using Acrolinx to ensure consistency and content governance

**Best Buy, Remote**

**09/2021 – 07/2022**

**Sr. UX Designer**

Collaborated with UX designers, content designers and engineers to develop, iterate and launch a new enterprise-wide design system.

- Overhauled the design system documentation website through strategy, content design, user testing, information architecture (IA), taxonomy, UX, and design
- Drove the content strategy, design guidelines, technology selection, and UX strategy for the design system website—bringing 5+ design systems together into one
- Created a design system roadmap and used surveys and user testing with stakeholders to inform strategy and drive cross-functional stakeholder alignment across design, engineering, and product

**Pentair, Cary, NC**

**02/2019 - 09/2021**

**UX & Website Manager**

Principal UX designer and Website manager who led a team of 3 web specialists in the maintenance of Pentair.com, including a website redesign, website migration, and launch of DTC E-commerce.

- Increased findability of information on Pentair.com by implementing new information architecture, taxonomy, and improved UX design leading to a 68% increase in organic SEO traffic
- Created and implemented UX design enhancements that decreased single page visits by 400% and increased where-to-buy conversions by 56%
- Managed the launch of e-commerce by leading UX design, wireframing, journey mapping, user testing, content design, information architecture, taxonomy, and user flow creation
- Created best practice guides, content templates, and style guides and trained teams on UX, website standards, content and implemented a content governance process with review and approvals
- Analyzed data using HotJar, Adobe Analytics, and A/B tests to inform design and content improvements

**AICPA, Durham, NC**

**10/2013 - 02/2019**

**UX & Web Producer**

- Drove transformation from a decentralized to a centralized digital content publishing model and implemented it across the organization leading to increase in production and team efficiencies
- Created wireframes, designs, and built web pages contributing to a 94% membership retention rate
- Drove content and digital strategy for the Accounting Day campaign resulting in 250+ members and record social media engagement

**CafePress, Raleigh, NC**

**10/2011 - 10/2013**

**Digital Marketing Manager**

- Increased revenue from \$8M to \$27M in less than 2 years by developing a promotional strategy and building relationships with vendors such as Amazon, Groupon, and Google

**Education**

**Bachelor of Arts (BA) Degree in Fashion and Retail Marketing Management**, Art Institute of Pittsburgh (2013)

**Associates of Arts (AA) in Fashion Marketing**, Art Institute of Philadelphia

**Certifications**

**UX Certification (UXC)**, Nielsen Norman Group

**Content Marketing Certificate**, Association of National Advertisers

**Areas of Expertise**

Content Design | UX Design | User Research | Accessibility (WCAG) | Systems Thinking | Product Design | Design Thinking | Design Systems | Journey Mapping | E-commerce | SAAS | Web Design | Agile Teams | Digital Strategy | Digital Marketing | SEO | Content Strategy | UX Writing | Usability Testing | Wireframing | Information Architecture (IA) | Taxonomy | Interaction Design | User Flows | User Testing | Analytics

**Technical Skills**

HTML/CSS | Figma | Adobe - Creative Suite, Experience Manager, Analytics, XD, Target | AI Integration | Confluence | Google Analytics | JIRA | Hotjar | WorkFront | WordPress | Shopify | Hubspot | SquareSpace | SharePoint | UserZoom | UserTesting.com | Optimal Workshop | Looker | Amplitude | Coda | Canva | CMS