

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