

# TIARA RICHARDSON

## UX & Content Leader

Raleigh, NC | 215.479.6097

[TiaraARichardson@gmail.com](mailto:TiaraARichardson@gmail.com)

[tiararichardson.com](http://tiararichardson.com)

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

## SUMMARY

I am a UX and Content Design leader and strategist with over 8 years' experience in UX design and over 18 years' experience in the digital space. I create engaging content and experiences based on user needs and stakeholder goals. I'm looking to move into a role that utilizes my expertise and love for creating easy to use and understand experiences that captivate the user.

## CERTIFICATIONS

### UX Certification (UXC)

Nielsen Norman Group, 2015

### Content Marketing Certificate

Association of National Advertisers, 2020

## SKILLS

### Content

Content Design

Content Strategy

UX Writing

### User Experience & Design

UX Design

Wireframing

Information Architecture

Taxonomy

## EXPERIENCE

### Meta, Content Designer / Remote

07/2022 – 11/2022

- Partnered with product designers, engineers, privacy, and legal teams to improve the experience of Messenger and Instagram messaging products.
- Researched, wrote, and edited UI content for messaging products
- Edited and created designs and content in Figma
- Used UX research data to write and iterate on content
- Provided feedback to designers on content and designs to help improve the usability of product experiences
- Partnered with internationalization and localization teams to ensure content translated globally
- Partnered with the design system content designer to initiate the development of content standards for the community messaging team

### Best Buy, Sr. UX Designer / Remote

09/2021 – 07/2022

- Led the design system documentation website redesign by producing the strategy, content design, user testing, information architecture, content strategy, taxonomy, product roadmap, platform selection, UX design, functionality and UX writing
- Built cross-functional relationships with leadership, engineering, UX, accessibility, product managers, brand, and content designers to enhance the user experience of web, app, retail, and employee tools
- Developed and socialized the strategy, roadmap, and processes for the design system

### Pentair, UX & Website Manager / Cary, NC

02/2019- 09/2021

- Led cross-functional team through the redesign of Pentair.com from ideation through completion increasing site traffic 68%
- Distilled complex information into easy-to-understand content and features that led customers to convert
- Managed the launch of e-commerce by leading UX design, wireframing, journey mapping, user testing, content design, information architecture, taxonomy, user flows and UX writing
- Created best practice guides, content templates and style guides and trained teams on user experience, website standards, content and design thinking and implemented content governance process
- Facilitated trainings to teach content and marketing teams best practices for digital content and SEO

Usability Testing  
User Research  
Accessibility (WCAG)  
User Stories  
Product Design  
Design Thinking  
Journey Mapping

## Digital & Marketing

E-commerce  
Web Design  
Agile Teams  
Digital Strategy  
Digital Marketing  
SEO  
Branding  
Content Marketing

## Technical

HTML/CSS  
Figma  
Adobe Creative Suite  
Adobe Experience Manager  
Adobe Analytics  
Adobe XD  
Adobe Target  
Confluence  
Google Analytics  
JIRA  
Hotjar  
WorkFront  
WordPress  
Shopify  
Hubspot  
SquareSpace  
SharePoint  
UserZoom  
UserTesting.com

- Led user research efforts and used research data from HotJar, Adobe Analytics, A/B tests, and user testing to remove friction and optimize the customer experience leading to a 56% increase in where-to-buy conversions

### Web Experience Manager / Cary, NC

- Increased findability of information on Pentair.com by implementing new information architecture, taxonomy and improved UX design leading to 20% increase in organic SEO traffic
- Created and implemented UX design enhancements that decreased single page visits by 400% and increased in where-to-buy conversions by 34%

### AICPA, UX & Web Producer / Durham, NC

10/2013- 02/2019

- Led transformation from a decentralized to a centralized digital content publishing model and implemented it across the organization
- Created wireframes, mock-ups, prototypes, and web pages in Adobe Experience Manager which helped to maintain a 94% membership retention rate
- Developed content strategy, implemented SEO optimized content and trained teams on UX and content best practices
- Co-created Accounting Day digital marketing campaign that acquired 250+ members and record social media engagement

### CafePress, Digital Marketing Manager / Raleigh, NC

01/2011-10/2013

- 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
- Managed vendors to execute SEO/SEM, display, and retargeting; and led the email promotional strategy

## EDUCATION

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### Bachelors in Fashion & Retail Marketing Management

Art Institute of Pittsburgh | 2013

### Associates in Fashion Marketing

Art Institute of Philadelphia | 2003