

# Brooke Budwick

I'm more than the words on a page. I'm the research and data that goes into the decision of WHICH words would go on the page; and the structure and strategy that goes into WHERE the words go on the page.

## EXPERIENCE

### **Lessen, Inc., Seattle, WA — Lead UX Content Designer**

NOV 2021 - OCT 2022

Maintained relationships with marketing, engineering and design. Conducted content audits across three mobile verticals to build consistency and human-centered design. Built documentation for design systems and content guidelines. Created platform content and microcopy for B2B and B2C audiences. Daily usage of Figma, Miro and Jira to manage and create content.

### **Allied Telesis, Bothell, WA — Director of Content & Strategy**

JUN 2016 - NOV 2021

Supported a high-end look and feel cross-brand. Oversaw design, maintenance and promotion of website to be used as the primary marketing tool for users. Developed and implemented international campaign strategies. Localized content in three languages. Managed photography and video projects, all social media accounts and freelancers. Completed a site migration from Drupal 7 to 9.

### **Self-Employed, Seattle, WA — Content Strategist | Content Designer | Copywriter | UX Writer**

AUG 2006 - CURRENT

Create and manage concept, strategy and copy for campaigns that include mobile app creation, website revamp and optimization, and more effective UX experiences based on data and success metrics. Lead on-target writing and creative strategy for agencies throughout Chicago and Seattle: Isobar US, Edelman, Ogilvy, Arc Worldwide, Tri3ect, Blue Chip Marketing, WireStone, Merkle, Formative and more.

B2B and B2C clients: Microsoft, Bill & Melinda Gates Foundation, Clarisonic, Pharmaca, United Mileage Plus, Ritani, Glade, Walgreens, McDonalds, Enterprise Rent-a-Car, Men's Warehouse, Iams, Trupanion, Visa, Lord & Taylor, Peapod, Restaurant.com and more.

Seattle, WA

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[PORTFOLIO](#)

## SKILLS

Make content, strategy and design decisions using data and success metrics

Build and maintain design systems/components in Figma

Conduct user research and persona development

Manage projects, designers and copywriters

Build experiences based on data and results

Create content guidelines and documentation

## TECHNOLOGY

Figma, Sketch, Miro, Jira, Zeplin, Drupal, Lattice, Trello, Confluence, Rivet Design System, SharePoint.

## EDUCATION

Columbia College, Chicago IL  
BA-Fine Arts  
Concentration in Journalism

Illinois Institute of Art  
Certification in Graphic Design