

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

Bank of America, Seattle, WA — Lead CS/UX Writer

APR 2023 - current

Audited current CMS of over 3,000 content IDs to retire, refresh, and build consistency in process between platform, XD, and tech teams; resulting in improved work efficiency of 20%. Work with design, product, LOB and legal teams to deliver project workflows, implemented into BofA's chatbot, Erica. Make guided decisions based on user research and current AI and industry trends.

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

NOV 2021 - OCT 2022

Conducted content audits across three mobile verticals to build consistency and human-centered design for a SaaS start up. Built documentation for design systems and content guidelines.

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

JUN 2016 - NOV 2021

Worked daily with front-end and back-end design/devs to oversee design, maintenance and promotion of website, significantly improving session time and analytics. Localized content in three languages and increased social media presence (specifically LinkedIn) by 400%. Completed a full site migration from Drupal 7 to 9.

Self-Employed, Chicago, IL & Seattle, WA— Content Strategist | Content Designer | Copywriter | UX Writer

AUG 2006 - JUN 2022

Created and managed concept, strategy and content to provide better UX experiences based on data and success metrics. Lead writing and creative strategy for agencies throughout Chicago and Seattle.

Sears Holding Company, Chicago, IL— UX Copy Lead

JAN 2012 - JAN 2014

Provided conceptual direction and UX content for searspartsdirect.com and searshomeservices.com. Involved working hand-in-hand with front-end developers, UX and visual designers.

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[PORTFOLIO](#)

SKILLS

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

Build and maintain design systems/components

Conduct user research and persona development

Guide information architecture to enhance a user's journey

Master CMS to build/maintain content standards

Create content guidelines and documentation

TECHNOLOGY

Figma, Sketch, Miro, Jira, Zeplin, Drupal, Lattice, CMS, 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