

Jenna Morris Harte, Ph.D.

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Summary

I am an English professor with ten years of experience designing content for a Learning Management System that serves more than 200 students annually. In my role, I have a variety of responsibilities: I design content for courses on writing and research, lead campus-wide initiatives that require coordinating a variety of stakeholders, and conduct qualitative research and publish academic articles. These diverse responsibilities, along with my PhD in Rhetoric and Composition, make me uniquely qualified for UX Writing, a role that demands precision, attention to detail, and a commitment to meeting users' needs.

Job Titles

Assistant Professor/Lecturer of English, University of West Georgia

August 2016-present

Member and Chair of Teaching and Learning Committee

August 2023-current

Assistant Director of Academic Transition Programs

May 2021-May 2023

Experience at The University of West Georgia

- **UX Writing**

From brainstorming and design to implementation and assessment, I create original content for students, the primary users of our Learning Management System. I design content and learning experiences that foster engagement, reduce confusion, and help users achieve their learning goals. As a trained qualitative researcher, I identify evidence-based best practices and apply them to the development of syllabi, instructional materials, assignment prompts, and course communications, as well as the navigation and support resources that enhance the user experience within our LMS. In short, I create instructional content with a focus on accessibility, clarity, usability, and engagement.

- **Writing & Research**

I not only teach writing and research to students, I am also an active writer and researcher. My Ph.D. in Rhetoric and Composition has equipped me with strong close-reading skills, expertise in qualitative research, and a deep understanding of writing, interpretation, and persuasion. My scholarship explores topics ranging from the allure of AI tools and the appeal of conspiracy theories to the compelling storytelling strategies employed by cultural icons such as the Coca-Cola Company and Taylor Swift. I have the ability to analyze how audiences engage with content, construct meaning, and make decisions, skills that directly inform effective content design and communication.

- **Stakeholder Management**

I serve as the elected Chair of the University-wide Teaching and Learning Committee, where I support faculty in the design and organization of courses delivered through our Learning Management System. As chair, I act as a liaison between faculty and university leadership, balancing diverse stakeholder needs while advocating for the best possible student experience. I use data gathered through surveys, interviews, and faculty feedback to assess student needs, identify opportunities for improvement, and inform decision-making. I also facilitate professional development workshops that communicate best practices in teaching and learning, help faculty adapt to evolving student needs, and explain new university policies and procedures. Through this work, I help establish standards for effective communication, course design, and instructional quality across the institution.

Education and Training

EdX Certificate: Human-Computer Interaction Georgia Tech	July 2024
UX Writing Hub Continuing Education: UX Writing Course	March 2023
Georgia State University Ph.D.: English - Rhetoric And Composition Atlanta, GA	June 2023
University of West Georgia Master of Arts: English - Literature Carrollton, GA	July 2016
University of West Georgia Bachelor of Arts: English Carrollton, GA Minor in Psychology	May 2014

Skills

- Accessibility Design
- Copywriting and Technical Writing
- Product Strategy
- Information Architecture
- Synthesis and Consolidation of Insights
- Writing Standards, Style, and Quality Assurance
- Project Prioritization and Multi-Task Management
- Analytical and Critical Thinking
- Qualitative Research and Analysis
- Stakeholder Engagement and Coordination
- Written and Verbal Communication
- Cross-Functional Collaboration

Interests

In addition to teaching English, I have taught yoga for seven years and know firsthand that delivering clear, concise instructions is a complex skill. My passion for content design, along with the creativity and research skills I developed through my Ph.D. program, has taught me how to communicate complex ideas in ways that are accessible and engaging. At American Express, I hope to leverage my expertise in language and communication to create intuitive digital experiences that help customers navigate challenges and achieve their goals.