

ANGELEE FIELD

angeleefield@gmail.com ♦ (925) 595-5071

ABOUT ME

15 years of excellence as a content designer, UX strategist and digital marketer who utilizes diverse knowledge, skills and resources to achieve goals and develop working relationships. Recognized as a self-starter with impeccable attention to detail and creative problem-solving abilities.

PORTFOLIO

Provided upon request

EDUCATION

University of California, Berkeley: B.A. Political Science

Activities: The Daily Californian, Gamma Phi Beta International

California Culinary Academy: Hospitality Certificate Program

Harvard Continuing Education Women in Leadership Certificate

SKILLS

- B2C, B2B and Enterprise content for app and web
- Figma
- Sketch
- Microsoft Office
- WordPress
- Drupal
- Mailchimp
- HTML and CSS
- Marketo
- Google AdWords
- Google Analytics
- Agile/Scrum project management

Nordstrom: Lead UX Content Designer

2020 – 2025

- Streamlined end-to-end customer experiences by crafting strategic messaging and clear, consistent UX content that solved user needs across Nordstrom app and web experiences, employee tools and in-store processes.
- Led content strategy development and execution for e-commerce experiences, styling services, fulfillment, customer account and store employee app.
- Built cross-functional partnerships with UX, product, engineering, digital merchandise and creative teams; led work as a content strategy expert.

Dropbox: Senior Product Content Designer

2019

- Developed strategy and crafted content for in-product experiences, onboarding and educational flows and product marketing for B2C/B2B features and apps.
- Co-led creation of web and blog content for the first-ever customer conference featuring thought leadership speakers and product launch announcements.

Levi Strauss & Co: Lead UX Writer

2018

- Created and optimized content solutions for digital consumer experiences featured in e-commerce sites and portals, marketing channels and retail stores.
- Led content creation and optimization of Triggered and Transactional email program for Levi's and Dockers brands.
- Developed and implemented UX voice and copy style guide resource.

Box: Web and Marketing Copywriter

2016 – 2018

- Created strategic content for global marketing efforts including ad campaigns, email campaigns, product launches and brand awareness.
- Co-led Customer Stories initiative; identified exemplary Box customers and produced multimedia customer testimonials and videos.
- Produced 120+ pages of content for marketing website revamp; wrote detailed copy for Box products, pricing, vertical industries and partnerships.
- Contributing editor of *The Blueprint*, a community focused on the future of work.

Tightrope Interactive: Content Manager

2011 – 2015

- Developed content and social media strategies for tech and software products; produced content for websites, landing pages, email campaigns and blogs.
- Optimized content and user experience for SEO and SEM needs; utilized performance data and A/B testing to improve conversion by 15% on average.
- Managed copywriters and freelance writers; gave art direction to designers.

Fairmont Hotels & Resorts: Food & Beverage Manager

2008 – 2011

- Supervised daily operations of hotel's continental breakfast, in-residence dining and private events; improved standards through leadership and training of staff.

The Oakland Tribune: Copy Editor & Page Designer

2004 – 2007

- Designed front page and community section layouts for daily newspaper with circulation of 200,000; converted print to digital and uploaded breaking news.
- Promoted to assistant editor for proven judgment in handling high-profile news.