alaine anderson

UX professional with 10+ years of experience optimizing digital spaces to enhance usability, engagement, and accessibility.
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EXPERIENCE

Ria Money Transfer | UX Writer & Digital Production Manager | *September 2021 - November 2024, Denver*

- Conducted user research, created wireframes, and reviewed content on high-fidelity prototypes to align with user needs.
- Proposed and coordinated the 'Language Consolidation' project which streamlined translation management within multiple Content Management Systems by 67% and expanded the language support to 23 unique languages for all customers.
- Championed Ria's brick-and-mortar website migration to the main website domain to buttress site authority, improve SEO rankings, and deliver a more enjoyable and consistent digital experience for users.
- Spearheaded and executed the migration of over 1000 transactional communications to Iterable, empowering my team to manage touchpoints, expand support, and tailor the customer-facing messaging throughout the transaction flow.
- Managed 5 vendor relationships and integrations, budget allocation, training, and hiring for the Digital Production Team.
- Collaborated directly with multidisciplinary teams, including Product, QA, Tech, Marketing, and Design, to align content with the strategic product vision and roadmap within an Agile framework.

Ria | Content Solutions Manager | *August 2020 - September 2021, Denver*

- Directed content modeling initiatives to define taxonomy, metadata, and structure, facilitating improved content reuse, query discoverability, and cross-channel consistency.
- Evolved Ria's style guide, brand strategy, and UX guidelines to strengthen brand identity and improve product consistency.

Ria | Digital Production Designer | *July 2018 - August 2020, Denver*

- Partnered with developers to implement a scalable, end-to-end content modeling solution, allowing Ria to expand digital products across multiple countries with varying language and feature support.
- Coordinated digital content integration, UX messaging, and quality assurance for Ria's digital products.

Joining Vision and Action | Digital Strategist & Implementer | *November 2016 - May 2018, Denver*

- Applied best practices across all digital platforms, decreasing website load speed to an average of 6 seconds (down from 15 seconds), reducing bounce rate by 15%, and increasing conversion by 3%.
- Developed a comprehensive branding strategy guide, content calendar, marketing playbook, newsletters, and additional resources to address gaps in documentation and streamline communication efforts.

Heartland Financial | Electronic Channels Specialist | *August 2014 - August 2016, Dubuque*

- Controlled internal and external emails, website updates, and digital designs for 12 independently-branded banks.
- Synchronized departments to upgrade the online banking system, enhancing and modernizing customers' banking experience.

SKILLS & TOOLS

Content: Copywriting, Editing, Microcopy, Tone & Voice, Content Modeling, Implementation | **Design:** Accessibility (WCOG), Branding & Visual Identity, UI & UX, User Journeys & Research, Wireframing, Adobe XD, Figma, Illustrator, Photoshop, InDesign | **General:** A/B Testing, AI Prompting, Data Analysis; Content, Design, & SEO Strategy | **Coding**: HTML, CSS, VS Code | **CMS:** Contentful, Drupal, GoDaddy, Lokalise, Prismic, Squarespace, Webflow, WIX, WordPress | **Data & Analytics:** Amplitude, Email, Google, Segment | **Email:** Iterable, MailChimp, SendWithUs, Taxi for Email | **Project Management:** Atlassian, Coda, Monday

EDUCATION

BFA Graphic Design | Iowa State | *Graduated May 2014*
Contentful Certified Professional | *April 2020 - April 2022*