TYLER WOMACK UX & CONTENT DESIGN LEADER

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Profile

Content design leader. Identifies, coaches and positions UX talent to drive impact. Uses design thinking to plan, develop and launch digital products. Expert at strategic planning, design collaboration/facilitation and executive stakeholder management. Champions the user to drive strategic value.

Verticals: Entertainment, Technology, eCommerce, Banking, Healthcare, Travel, Integrity

Experience

APPLE, Cupertino, CA   **UX Writing Lead (Contract) | Apr 2023 – Present**

- Leads UX writing for Apple Podcasts consumer app and Podcasts Connect tool for creators, developing information architecture, writing interface copy, setting brand voice and copy standards, and establishing terminology
- Advocates for the user with design, legal, marketing and product leadership to launch new features

GOOGLE, Sunnyvale, CA   **UX Writing Manager | Aug 2021 – Mar 2023**

- Managed, supported and allocated team of UX writers covering Google Contacts, Profiles, Sharing and Moments product pillars, amplifying personal strengths and identifying growth opportunities
- Co-developed People & Sharing 5-year team vision, leading workshops, writing narrative and defining/planning milestones; evangelized vision with product leads and partner teams
- Led year-long process to implement personal pronouns in Google Workspace products, including content design, qual/quant research, consulting SMEs, localization and testing
- Acted as UX privacy & consent SME for People & Sharing team, collaborating with Trust, Privacy, Android and Google Assistant teams
- Co-developed and implemented Privacy and People UXW onboarding process; coached UX management in incorporating new performance review process

FACEBOOK, Menlo Park, CA   **Staff Content Designer | Nov 2016 – Jul 2021**

- Led in-app content design for Facebook Pay — planning, defining and developing UX content for checkout, core app and cross-app experiences, including Facebook Pay on Instagram
- Acted as content design lead for Facebook Business Integrity projects, developing systems and interfaces to safeguard consumers, educate advertisers and enforce ad policies
- Developed a global content system for integrity review, and product managed program to redesign and rewrite Business Integrity content, leading to 4% boost in reviewer accuracy
- Led the redesign of Facebook pixel and Offline Conversions ad tracking products; created GDPR advertiser microsite; developed business verification tool in response to Cambridge Analytica
- Managed content design contractors, mentored junior content strategists, conducted candidate interviews, facilitated content reviews and contributed to global content standards

ACCENTURE INTERACTIVE, New York, NY   **Content Strategy Manager | May 2015 – Oct 2016**

- Managed service design and digital transformation projects for clients in the US and Canada, overseeing and leading project team of 4 content strategy consultants and analysts
- Consulted on the development of enterprise-wide content strategy, including audience targeting, digital concepting, editorial guidance, information architecture, taxonomy, production processes, platform implementation, customer support and governance
- Led current state assessments, heuristic evaluations, customer journey mapping exercises, content strategy workshops and large-scale copywriting projects
- Developed SOWs, estimates and work plans for content strategy projects, collaborating with other Accenture divisions to develop, sell and execute digital transformation programs

Clients: Rogers, Subway, Valvoline, Wyndham

IBM DESIGN LAB, New York, NY   **Lead Content Strategist | Aug 2014 – May 2015**

- Led content strategy practice for IBM Digital Sales Experience group, determining UX requirements, success criteria, content strategy and deliverables for agile app development teams
- Conducted a company-wide audit of sales content creation, management and delivery practices to guide 2015 UX investments

MCGARRYBOWEN, New York, NY   **Senior Content Strategist | Aug 2013 – Aug 2014**

- Acted as lead content strategist on all ad agency digital projects
- Developed editorial content platforms for Chevron and Verizon, creating modular content systems to extend campaign life and enhance the mobile experience
- Oversaw editorial content strategists developing Verizon branded news site

Clients: Aussie, Chase, Chevron, Marriott, Northrup Grumman, Verizon

ATMOSPHERE BBDO, New York, NY   **Senior Lead Content Strategist | Jun 2012 – Aug 2013**

- Led content strategy and information architecture activities for Emirates.com site redesign and Skywards rewards program integration
- Redesigned Cognizant.com using personalized, mobile-first templates and user-centered IA
- Managed UX teams on content-centric projects and created agency content strategy service definitions, templates and scope guidelines

Clients: Above the Influence, Citibank, Cognizant, Emirates, HP, Johnson & Johnson

HCB HEALTH, Austin, TX   **Senior Content Strategist | Dec 2009 – Apr 2012**

- Created mobile apps and websites to support B-to-B and B-to-C campaigns for medical device and healthcare clients in Texas and throughout the US
- Developed content models, taxonomies, site architectures, user journeys, personas and site copy
- Acted as lead content strategist for agency, defining content standards and contributing to pitches

Clients: Alcon, Cochlear, Covidien, LIVE**STRONG**, Scott & White Health Plan, Texas Oncology, VASER

PAYPAL, Austin, TX   **Senior Content Developer | May – Nov 2009**

Authored customer support content for product launches, site upgrades and customer feedback mitigation

FREELANCE, Austin, TX & New York, NY   **Content Strategist | Feb 2009 – Jun 2012**

Conducted digital content strategy projects to support Austin- and New York-based agencies

Clients: HP (Somnio), Southwest Airlines (Razorfish), Target (Wolff Olins), Vault.com (Stalelife)

SPRINGBOX, Austin, TX   Content Strategist | Sept 2007 – Jan 2009

- Developed consumer microsites and digital campaigns for large technology and consumer clients
- Devised site copy, sitemaps, personas, SEO plans and social networking guidelines

Clients: Callaway, Dell, LG, Premiere Global

ENSPIRE LEARNING, Austin, TX   **Content Developer | May 2005 – Sept 2007**

- Developed custom Flash-based training for corporate clients, focusing on internal marketing, change management and sales training
- Served as instructional designer, researcher and content lead on multidisciplinary project teams
- Created the Account Challenge™ sales simulation product line and spearheaded its marketing

Clients: Alltel, Canon, Cisco, Clorox, Pitney Bowes, PNC Bank, Red Hat

Education

UNIVERSITY OF TEXAS AT AUSTIN   **Jan 2000 – May 2003**

B.A. Philosophy Honors, Liberal Arts Honors, Summa Cum Laude

Phi Beta Kappa National Honor Society Member