

MARISA CHEATUM

UX CONTENT DESIGNER



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Remote (TX, USA)



<https://www.linkedin.com/in/marisacheatum/>



www.marisacheatum.com

SKILLS

Content strategy

Creative problem solving

Cross-functional collaboration

Data-driven decision making

Executive-level presentations

Giving and receiving feedback

Information architecture

Leading and facilitating workshops

Mentoring

Navigating ambiguity

Product design

User research

Wireframing

EDUCATION

BACHELOR OF ARTS IN ENGLISH

Concentration in creative writing
University of Texas at San Antonio
Graduated May 2011

SUMMARY

I'm a content designer with 6+ years of experience in UX. I can effectively navigate ambiguity and complicated or technical subject matter. I'm passionate about collaboration. I feel comfortable designing side-by-side with designers and meaningfully contributing to high-level strategy.

RELEVANT EXPERIENCE

SENIOR CONTENT DESIGNER, DEVELOPER PRODUCT GROUP Apr '22 - Jan '24

HubSpot, remote

- Served as the primary content designer across the entire Developer Product Group, which included the onboarding, sandboxes, UI extensibility, and sample projects teams
- Ensured UX and content consistency across multiple teams
- Partnered with product design to co-lead a complete redesign of onboarding for developer tools, which included close collaboration with PM and engineering
- On each project, I was a full partner with product design, from exploration and ideation to wireframing, research, and implementation
- Co-led a cross-functional working group to create design and content guidelines for internal teams designing for the CLI (command line interface)

SENIOR CONTENT DESIGNER, XDi

Feb '21 - Apr '22

Cisco, remote

- Identified internal pain-points to establish processes and ways of collaboration with interaction design, research, and visual design partners
- Served as the content design lead on projects and established holistic content strategy and taxonomies
- Contributed to the style guide and filled in any gaps to help fellow content designers, as well as design partners
- Mentored and guided content designers with varying experiences and backgrounds

PRODUCT CONTENT STRATEGIST

Jul '19 - Feb '21

Allstate Identity Protection, remote

- Served as the product-content lead and created collaborative processes with the product, UX, design, and development teams
- Used qualitative and quantitative data to create easy-to-understand and consistent content across the user journey
- Actively participated in design sprints, sketch sessions, and user research to learn and iterate on the content within the user experience
- Created and launched the first self-service help center in the product
- Partnered with design, PM, marketing, and engineering to create an opt-in experience in the product that generated an estimated \$3.77MM ARR and

MARISA CHEATUM

TOOLS

Asana

Balsamiq

Confluence

Figma

FigJam

GitHub

Jira

Miro

Mural

Pendo

Writer

Zendesk

Zenhub

\$15.6MM LTV

- Created the first feedback loop with customer support teams and created expedited processes with our legal team

UX COPYWRITER & CONTENT STRATEGIST (CONTRACT)

Jun '18 - Jul '19

RGAX, Digital Distribution, remote

- Crafted thoughtful UX content, such as microcopy, UI copy, and error messages
- Worked collaboratively with cross-functional teams to evolve the user experience and develop content direction
- Worked closely with the UX product designer, marketing team, sales, and developers to make sure the user experience was seamless and consistent for the end user
- Used findings from user research studies, data, and A/B tests to make copy decisions
- Established a voice and tone for consumer-facing products and brands as the first UX copywriter and content strategist