

SIERRAWREN



UX Content Designer

# — Digital Platforms Agency site landing page

The Digital Platforms Agency is Charter's internal design agency. Responsible for a portfolio of products, the agency is made up of multiple teams that collaborate to create the best experiences for customers.

My role: Content designer

Collaboration: UX designer, developers, team leads, agency director

Focus: Iconography, visual hierarchy (including color balance), consistent copy

Challenges: Engaging and interesting copy (designed to "sell" the agency), cohesion of copy from multiple stakeholders

## Challenges

One of the biggest challenges of UX writing is space constraints or character limits. Given the design of this page section, I knew that I needed to create a summary at the top, descriptions of each team within the cards, and a short blurb on the side to encourage visitors to explore each team in more detail. Starting with Lorem ipsum added to the challenge, as it didn't provide context for any of the sections.

# Our Capabilities

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.



## Product Design

Quid ex ea quid aut odit aut ad eam non provident similique sunt. Primum igituri quid et benivole collegisti necin wea.



## Research

Quid ex ea quid aut odit aut ad eam non provident similique sunt. Primum igituri quid et benivole collegisti necin wea.



## Development

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## Accessibility

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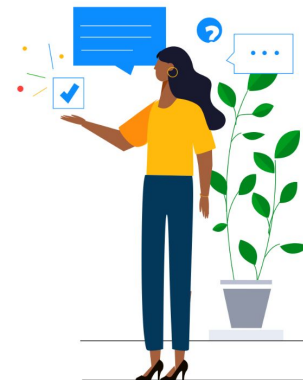
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## Industrial Design

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[Short blurb about teams and why you should go learn more about how dang neat they are]

[Visit Teams Page](#)

# How We Help

Whether you need just one or all of these services, our teams collaborate daily to deliver holistic solutions... making you the hero!



## Product Design

Creating and iterating products that solve your users' problems and exceed their expectations.



## Development

Designing and building cutting-edge digital experiences and platforms for internal and external audiences.



## Content Design

Designing the content your users read when they interact with your products.



## Research

Consulting on research strategy to provide you with product insights and customer feedback.



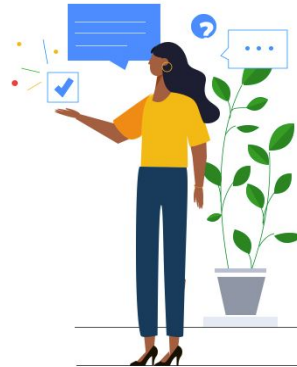
## Accessibility

Creating inclusive and empowering experiences for your customers.



## Industrial Design

Cultivating designs for your packaging, from concept iteration and prototyping to manufacturing.



Meet the people behind all the great work.

[Meet Our Teams](#)

## Version #2

Starting with a friendlier and more active tone, I renamed the section title from Our Capabilities to How We Help. This mirrored the other sections of the page, such as Success Stories and Work With Us.

Since the summary and team descriptions marketed the agency's work, the blurb on the side became short and sweet.

## Version #3

The biggest change between the second and third versions of this section was the redesign of the cards. Leaving behind the heavy blocks of color and moving toward shadowed boxes with colored icons, the section became much easier to read.

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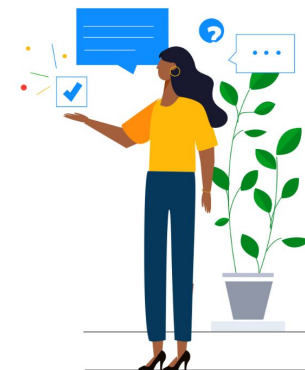
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## Final Version

The icons for each card were finalized, incorporating some color while also being unique to each team.

Between the third and final versions, I sought input from each team's lead since they're the experts at what their teams specialize in. I was then challenged to revise this input into a consistent style and tone, which I applied to all cards.