

SIERRA WREN

SENIOR UX CONTENT DESIGNER

GET IN CONTACT

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Castle Rock, Colorado

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PERSONAL PROFILE

Ridiculously organized. Can write *and* design in Figma. Always ready to break the ice with a grown-worthy joke. Passionate about connecting others with the right resources (INFJ-Advocate). Dog lover. Camping aficionado. Part time yogi who also rides bikes.

TECHNICAL SKILLS

- UX writing
- Wireframing
- Prototyping
- Usability testing
- User interviews

TOOLS

- Figma
- Sketch
- Zeplin
- Jira
- Miro

CERTIFICATIONS

UX CONTENT COLLECTIVE

- Accessibility for UX Writers & Designers
- Advanced Figma for Content Designers
- UX Writing Fundamentals

GENERAL ASSEMBLY

- User Experience Design
- HTML, CSS, & Web Design

EDUCATION

METROPOLITAN STATE UNIVERSITY OF DENVER
Master of Arts in Teaching - Elementary Education

COLORADO STATE UNIVERSITY
Bachelor of Arts in Liberal Arts, minor in English

DESIGN EXPERIENCE

SPECTRUM (CHARTER COMMUNICATIONS)

Senior UX Content Designer | 2024 - Present

UX Content Designer | 2021 - 2024

- Craft content to fit product needs.
- Uphold Spectrum style guide to ensure consistent voice and tone across products and platforms.
- Apply UX principles and utilize design system to create high-fidelity mockups and prototypes.
- Collaborate with product managers, designers, and developers to understand business goals and user needs.
- Iterate designs based on stakeholder feedback and research.

CONVERCENT BY ONETRUST

UX Researcher & Designer (contract) | 2020 - 2021

- Completed in-depth interviews and collected customer artifacts.
- Supplemented research with study of best practices related to search functionality along with competitor analysis.
- Synthesized findings and presented research insights to a large team of stakeholders.
- Designed initial wireframes and collaborated with engineering team to understand system capabilities.

TEACHING EXPERIENCE

AMERICAN ACADEMY

Teacher | 2017 - 2020

- Prepared, taught, and differentiated curriculum for literacy and mathematics classes for multiple grade levels.
- Exceeded each student's Advanced Learning Plan goals, allowing for exponential growth over the school year.

WESTGATE COMMUNITY SCHOOL

Teacher | 2015 - 2016

- Created own curriculum for 3rd and 4th grade mathematics, literacy, and social studies instruction.
- Designed and maintained tracking systems for students with 504s, Individualized Education Plans, and Advanced Learning Plans.

BUSINESS EXPERIENCE

FMI CORPORATION

Administrative Coordinator | 2017

- Assisted the administrative team with a variety of tasks, from proofreading and editing documents for client use to preparing and organizing logistic details for meetings.
- Updated and organized contact and account data for hundreds of clients in Salesforce.