SIERRA WREN

UX Content Designer

Hi, I'm Sierra

Just call me a Word Nerd 🤓

Not only do I love the intricacies of the English language, I have a passion for learning new languages. I'm almost fluent in Spanish, and have dabbled in French, German, Italian, and Japanese.

Bonus! I've also learned how to "talk" to computers with HTML and CSS.

Just the tip of the iceberg…

I've included a couple of recent projects in this portfolio; for more of my work, please visit my website: https://www.sierrawren.com/

First up: Speed Boost

After that: Digital Platforms Agency site landing page

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Speed Boost

Speed Boost is offered to Spectrum Internet customers who have one of our advanced routers. When connected to Advanced Home WiFi, they're able to enjoy faster speeds on their Spectrum Mobile device.

My role: content design

Collaboration: UX designer, business lead, developers

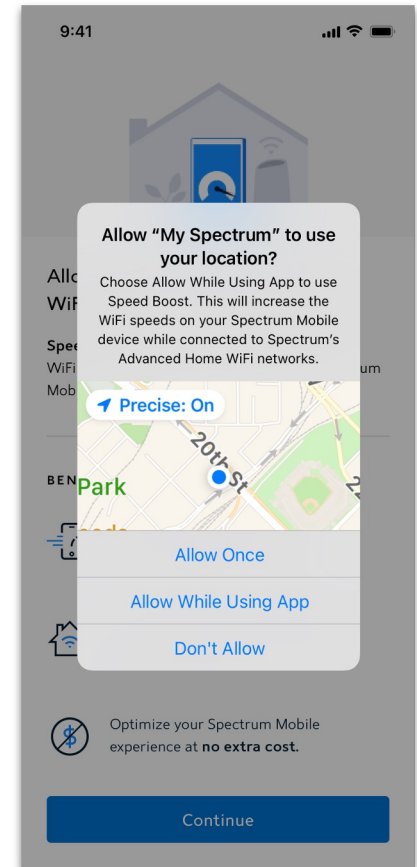**Focus**: iconography, visual hierarchy, understandable copy
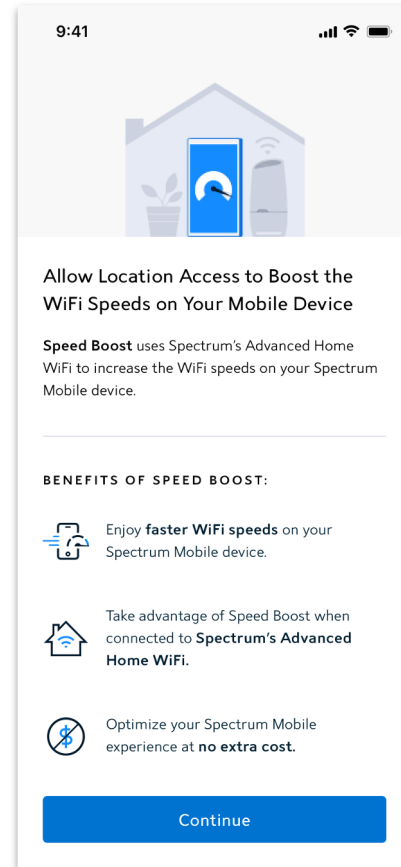
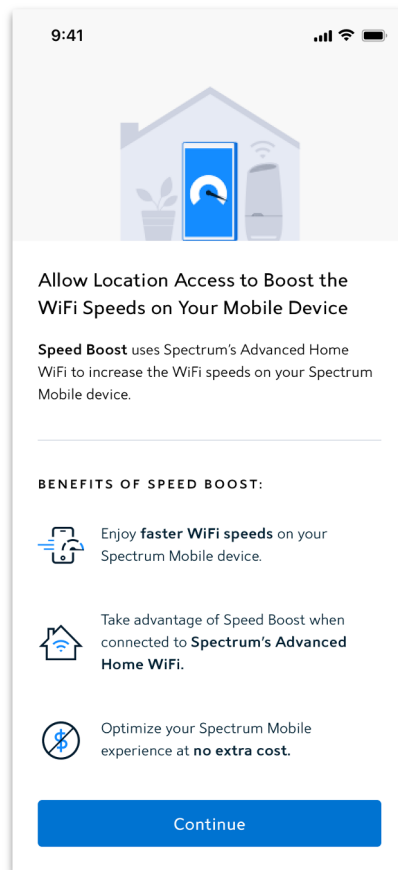**Challenges**: customer education, system prompts, multiple scenarios

Challenges

Customer education: The first screen is our "pre-alert", where customers learn about the benefits of allowing location access and utilizing Speed Boost.

System prompts: The second screen occurs immediately after the pre-alert; we encourage users to choose Allow While Using App in order to get the best benefit of Speed Boost.

Multiple scenarios: If customers select Allow Once or Don't Allow, we crafted alternate screens to encourage them to update their settings.

Screen 1:

9:41

Enjoy Faster WiFi with Speed Boost

Speed Boost uses your In Home WiFi to increase your WiFi speeds up to 6X faster on your Spectrum Mobile device.

To enable WiFi Speed Boost, allow location permissions on the upcoming prompts.
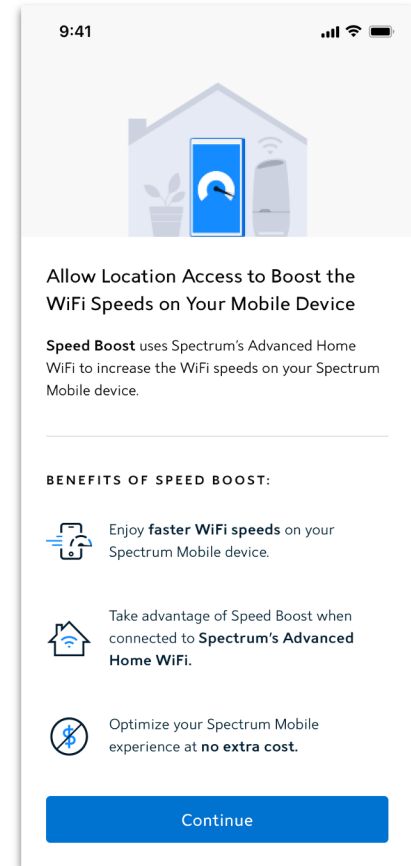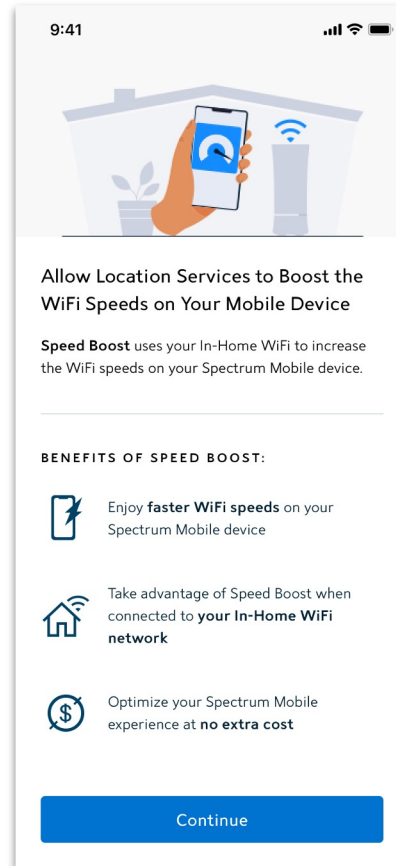
STEP 1:

Tap Allow While Using App

STEP 2:

Tap Change to Allow Always

Continue

Screen 2:

9:41

Allow Location Services to Boost the WiFi Speeds on Your Mobile Device

Speed Boost uses your In-Home WiFi to increase the WiFi speeds on your Spectrum Mobile device.

BENEFITS OF SPEED BOOST:

Enjoy **faster WiFi speeds** on your Spectrum Mobile device.

Take advantage of Speed Boost when connected to **your In-Home WiFi network**

Optimize your Spectrum Mobile experience at **no extra cost**

Continue

Screen 3:

9:41

Allow Location Access to Boost the WiFi Speeds on Your Mobile Device

Speed Boost uses Spectrum's Advanced Home WiFi to increase the WiFi speeds on your Spectrum Mobile device.

BENEFITS OF SPEED BOOST:

Enjoy **faster WiFi speeds** on your Spectrum Mobile device.

Take advantage of Speed Boost when connected to **Spectrum's Advanced Home WiFi.**

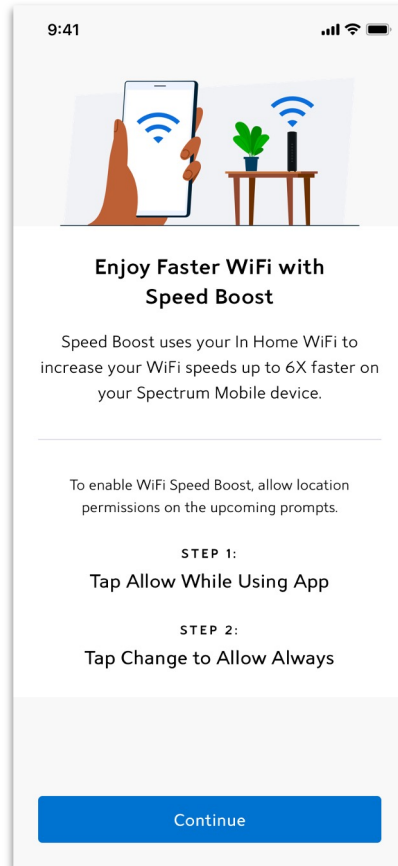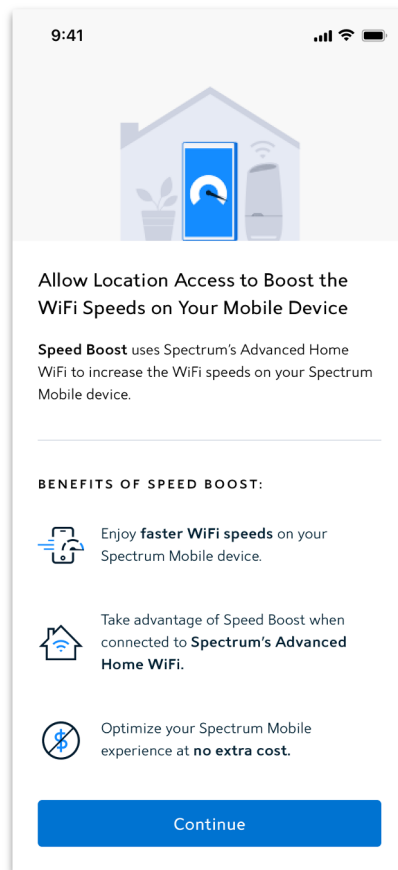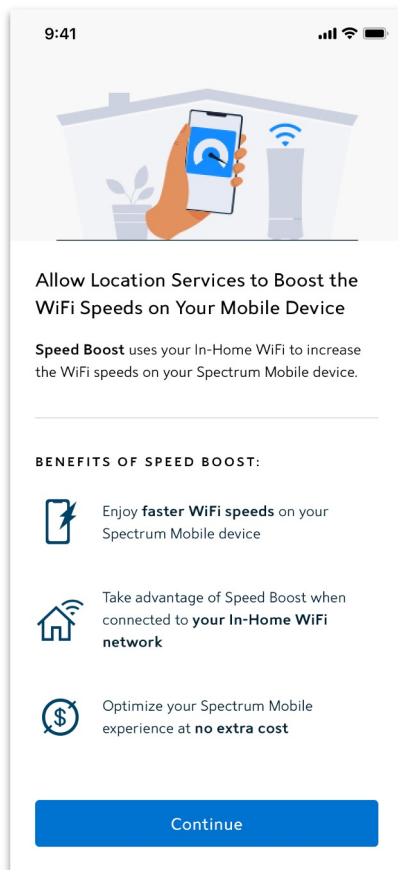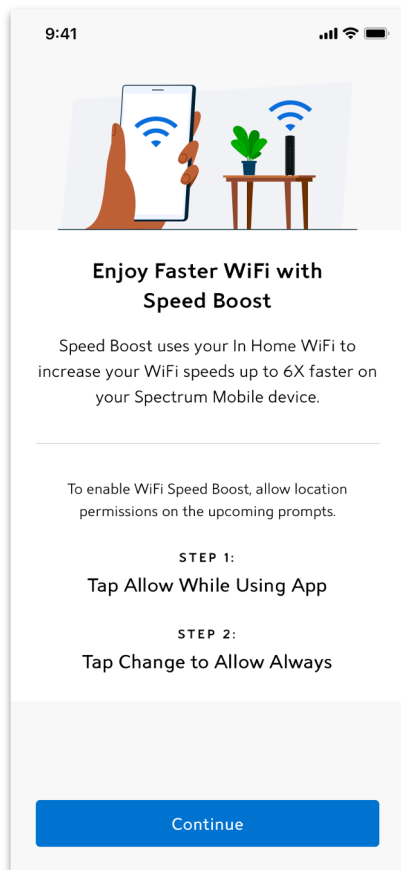Optimize your Spectrum Mobile experience at **no extra cost.**

Continue

Iconography:

When we started iterating, we focused on the steps users needed to complete in order to enable Speed Boost. This changed to listing the benefits, which were aided by individual icons.

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Visual hierarchy:

There was a lot of information to cover in this pre-alert screen, so we explored font weight, style, and size options, as well as adding icons to draw the eyes to the benefits of Speed Boost.

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Optimize your Spectrum Mobile experience at **no extra cost**

Continue

Screen 3:

9:41

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Speed Boost uses Spectrum's Advanced Home WiFi to increase the WiFi speeds on your Spectrum Mobile device.

BENEFITS OF SPEED BOOST:

Enjoy **faster WiFi speeds** on your Spectrum Mobile device.

Take advantage of Speed Boost when connected to **Spectrum's Advanced Home WiFi.**

Optimize your Spectrum Mobile experience at **no extra cost.**

Continue

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Continue

Understandable copy:

We learned more about our various business requirements as we iterated on this screen. The first version (far left) was pretty bare; the final version (far right) includes specific Spectrum products as well as an emphasis on benefits that resonate with our customers.

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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 our customers.

My role: content design

Collaboration: developers, team leads, agency director

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

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

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

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

Industrial Design
Quid ex ea quid aut odit aut ad eam non provident similique sunt. Primum igituri quid et benivole collegisti necin wea.
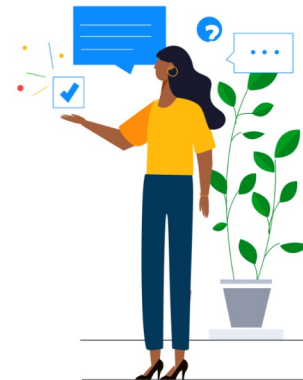
[Short blurb about teams and why you should go learn more about how dang neat they are]

Visit Teams Page

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.

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.

Research

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

Development

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

Accessibility

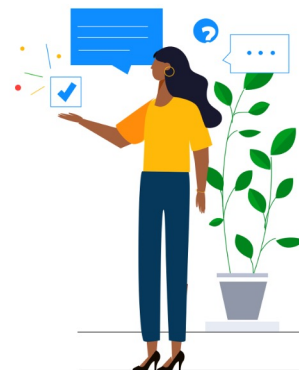Creating inclusive and empowering experiences for your customers.

Content Design

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

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

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Accessibility
Creating inclusive and empowering experiences for your customers.

Research
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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

Final Version

The icons for each team's 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.

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