

# SIERRA WREN

## UX CONTENT DESIGNER

### GET IN CONTACT

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Castle Rock, Colorado

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[www.sierrawren.com](http://www.sierrawren.com)

### PERSONAL PROFILE

Former educator with five years' teaching experience, jumping out of the education pool and diving into the tech industry. Currently swimming laps in the content design lane, with occasional visits to the UX design sauna. Passion for language evident in puns.

### TECHNICAL SKILLS

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

### TOOLS

- Figma
- Sketch
- Zeplin
- Jira
- Miro

### CERTIFICATIONS

GENERAL ASSEMBLY  
2020

User Experience Design

GENERAL ASSEMBLY  
2020

HTML, CSS, & Web Design

### EDUCATION

METROPOLITAN STATE  
UNIVERSITY OF DENVER  
2013 - 2015

Master of Arts in Teaching -  
Elementary Education

COLORADO STATE UNIVERSITY  
2006 - 2010

Bachelor of Arts in Liberal Arts,  
minor in English

### DESIGN EXPERIENCE

#### UX CONTENT DESIGNER

*Spectrum (Charter Communications) | 2021 - Current*  
Craft content to fit product needs. Uphold Spectrum style guide to ensure consistent voice and tone across products and platforms. Collaborate with product managers, designers, and developers to understand business goals and user needs. Iterate content based on stakeholder feedback and research.

#### UX RESEARCHER & DESIGNER (CONTRACT)

*Convercent | 2020 - 2021*  
Completed in-depth interviews and collected customer artifacts. Supplemented research with study of best practices related to search functionality along with brief competitor analysis. Synthesized findings and presented research insights to a large team of stakeholders. Began initial wireframing and collaborated with engineering team to understand system capabilities.

### TEACHING EXPERIENCE

#### TEACHER

*American Academy | 2017 - 2020*  
Prepared, taught, and differentiated curriculum for literacy and mathematics classes at a variety of grade levels. Met and exceeded each student's Advanced Learning Plan goals, allowing for exponential growth over the school year.

#### TEACHER

*Westgate Community School | 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 those identified as needing Advanced Learning Plans.

### BUSINESS EXPERIENCE

#### ADMINISTRATIVE COORDINATOR

*FMI Corporation | 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.

#### PROJECT ANALYST

*First Data Corporation | 2012 - 2014*  
Performed extensive work within Microsoft Access, responsible for managing the Audit Findings database. Trained 30 auditors within TeamMate and the internal SharePoint site. Wrote and updated the department's desk procedures.