

CHASE J SMITH

UX Content Designer | UX Writer | UX Microcopy Expertise

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<http://chasesmithstudios.com/portfolio>

PROFESSIONAL EXPERIENCE (CONT.)

AEM Consultant (Contract)

UnitedHealth Group

06/2025 - Present Minneapolis, MN

- Building and managing sites within Adobe Experience Manager using blueprint-style authoring
- Triaging client requests by assigning SLA times to maintain quick release of builds
- Designing personalized experience fragments highlighting medical benefits and resources
- Managing digital assets using both local and external DAM systems
- Performing quality control for preview and live environments for consistent user experience
- Collaborating with multiple teams to confirm site function and information accuracy
- Creating daily request reports and dashboards using Adobe Analytics

Senior Content Writer

H&R Block

12/2021 - 02/2025 Kansas City, MO

- Reduced false login rates by 20% through comprehensive audit and improvement account security messages
- Led and tested campaign for updating in-software tax and financial management tips
- Authored and edited help-content within AEM-based database for Tax Pro AI Self-Help tool
- Updated copy of customer-facing alert emails pushed through content pipeline
- Used UX writing techniques for improving in-house content style guide via Figma
- Supported team of UX Designers and Product Managers in Agile working environment

Web Designer & Content Manager (Freelance)

BIG 3 Fanatic (subsidiary of ImmergünMedia)

03/2020 - 06/2020 Portland, OR

- Created WordPress-based webpage for BIG 3 Basketball league
- Designed page-specific logo and banner for league-affiliated brand
- Authored team and player profiles for teams comprising the league
- Built and prototyped webpage wireframe through Figma
- Used online content management system to create final page structure
- Launched and performed version control of webpage assets both in-season and offseason

SUMMARY

I'm an UX and Web Content Specialist with experience in UX design, writing and content management. My key achievements include reducing false login rates by 20% by remodeling account security messages and creating new taxonomic structure for new enterprise content libraries. I also possess extensive skills with web content management and UX content strategy for new DAM systems being built.

TRAINING / COURSES

Certification - UX & Content Design

Chegg Skill

TECHNICAL SKILLS

Adobe CC

Adobe Exp. Manager

Agile

Bynder (DAM)

Confluence

Content Auditing

Content Authoring

Content Design

Content Management Systems (CMS)

Cross-functional Collaboration

Drupal

Figma

HTML/CSS

JIRA

Legal Reviews

Metadata Tags

Miro

Section 508

Site Migration

UX Content Design

UX Design

UX Microcopy

UX Writing

Version Control

WCAG 2.0

WordPress

PROFESSIONAL EXPERIENCE (CONT.)

UX Designer & Writer (Contract)

Columbia Sportswear Company

📅 03/2020 - 06/2020 📍 Portland, OR

- Innovated updates of Account & Loyalty program pages for Columbia brands
- Worked with UX Researchers to synthesize findings and determine appropriate messaging
- Designed and presented new mockups to Head of Design
- Collaborated with UX Designers creating new AEM component library for family of webpages
- Completed and launched screens with a 90% acceptance rate after three months

DAM Designer (Contract)

Cambia Health Solutions

📅 09/2019 - 02/2020 📍 Portland, OR

- Administered file repository to store page content for Cambia brands
- Strategized and developed new taxonomy for organization with Marketing Managers
- Transferred file library from individual page locations to Bynder (DAM) for implementation
- Applied metadata tags and descriptors for optimized searching
- Launched new DAM across entire family of webpages with 85% of employees preferring improved search accuracy
- Performed continued version control for DAM until Marketing Manager assumed control

Web Content Specialist - CMS (Contract)

Puppet Labs

📅 10/2019 - 12/2019 📍 Portland, OR

- Migrated Puppet's webpage content including partner resources and media content
- Worked with Lead Marketing Manager to establish new taxonomy for metadata tagging
- Retrieved entire Drupal file catalog to upload within new pre-built WordPress (CMS) template
- Performed version control of current files alongside Marketing Managers for new webpages
- Implemented new WordPress platform and conducted quality control until end of contract

UX Designer & Researcher (Contract)

WeDigital.Garden (USA)

📅 11/2018 - 02/2019 📍 Portland, OR

- Built early childhood education mobile app with in-house mktg team
- Collaborated with SME and Business Analysts to determine research findings for feature priority
- Authored UX microcopy for app instructions and tool descriptors
- Designed a component library using Figma for future app iterations
- Built low and high-fidelity wireframes for testing
- Released mobile MVP to market, later bought by a competitor

EDUCATION

Bachelors of Science - Business Management

Oregon State University

📅 09/2007 - 06/2011 📍 Corvallis, OR

FIND ME ONLINE



Portfolio

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