

RACHEL K. ANDERSON

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CREATIVE UX STRATEGIST

Purposeful UX strategist who contributes to the bottom line using creativity, design principles and user insights. Excel at thinking big picture while also narrowing in the details. Expertise includes:

- UX strategy
- Information architecture
- Strategy presentation
- User flow creation
- Content strategy
- Project management

EDUCATION

Certificate of User Experience Design, 2023

University of California Berkeley Extension

- Learned the UX strategy techniques for UX/UI design, user flows, content audits, user research, site maps and wireframing.

PROFESSIONAL EXPERIENCE

AMERIPRISE FINANCIAL, *Financial services and investment firm*

2017-present

Senior Content Manager 2022-present | **Content Manager** 2017-2022

- Drive user engagement across digital experiences by leading a team of content strategists and developing omnichannel strategies that surpass KPIs.
- Increase usage of sales materials 33% by redesigning UX content of an internal sales solution.
- Optimize user flows and content strategy on advisor websites and platforms to improve user wayfinding, engagement and goal completion.
- Define end-to-end UX content strategy and road map across several digital experiences, increasing client acquisition and retention.
- Collaborate with stakeholders to create consistent user experiences and transform business objectives into compelling digital strategies.
- Present site maps, user research and other deliverables to senior leaders, demonstrating the impact of information architecture and content strategy.

CERIDIAN, *HR & wellness SaaS company*

2013-2017

Senior Marketing Communications Specialist

- Created and implemented a web content strategy, boosting visits by publishing timely content targeted to buyer personas.
- Enhanced UX content to redesign a growth campaign that increased subscription form completions by 10%.
- Collaborated with product owners to use content audits to design post-event lead nurturing campaigns that deepened prospect engagement and conversions.

MINNESOTA CREDIT UNION NETWORK, *Trade association*

2007-2013

Director of Communications 2011-2013 | **Communications Specialist** 2007-2011

- Grew website traffic 35% by leading the content strategy and information architecture for website redesign.
- Increased the effectiveness of web content through the implementation of hierarchy, findability and content design best practices.
- Developed a design system for website content, creating a consistent user experience across all digital solutions.