BETSY MIKEL

Content Designer & UX Writer

CONTACT

in linkedin.com/in/betsymikel

M medium.com/@betsym

◈ aveck.co

EDUCATION

Bachelor of Journalism
University of Missouri-Columbia
Minor: French | 2004-2008

SKILLS & TOOLS

- Building alignment
- Improving processes
- Collaborating remotely
- Defining content standards
- Navigating ambiguity
- Squelching jargon
- Internal and competitive audits
- Design sprints
- Taxonomies
- Usability testing
- Wireframes and IA
- Web and mobile interfaces
- Voice and tone guidelines
- Figma, InVision, and GitHub

AFTER HOURS

Volunteer UX Writing mentor at UX Coffee Hours, where aspiring UX-ers can book free virtual coffee conversations with experienced UX professionals. Wrote Breaking Into UX Writing to scale my mentorship.

ABOUT ME

Content design evangelist who communicates the value of content throughout every aspect of product development, from discovery to design to ship date.

Systems thinker who considers holistic product ecosystems to design content solutions and repeatable patterns that can scale.

Cross-functional collaborator who builds relationships with product managers, engineers, and designers to align on goals and desired outcomes.

EXPERIENCE

STAFF CONTENT DESIGNER

MOZILLA | 2018 - PRESENT

I help users make the most of Firefox. I embed with product teams to ensure content strategy is considered early and often to design products that create value.

- Plan, write, test, and refine content for end-to-end experiences
- Solve content problems big and small for products at varying stages of maturity
- Advocate for user insights and data to design successful products
- Champion human language to simplify complex concepts
- Work closely with design, user research, marketing, engineering, product, legal, and localization to align content and in-product messaging efforts

CONTENT STRATEGY CONSULTANT

AVECK | 2014 - PRESENT

Aveck is my content studio. I help clients build useful and effective products that meet business goals while keeping user needs front and center. Previous clients include Oak Street Health and the Wikimedia Foundation.

COPYWRITING EXPERIENCE

SITTERCITY | SENIOR COPYWRITER | 2013 - 2014

Set brand content standards by defining voice and tone, written brand identity, and core content principles. Wrote website, marketing, and app copy.

THREADLESS | SENIOR COPYWRITER | 2011-2013

Developed creative concepts and content strategy for the artist community and e-commerce site. Wrote promotional content and web copy.

EDELMAN DIGITAL | JUNIOR COPYWRITER | 2010-2011

Wrote content calendars, social media copy, and website copy for clients.