

TRACEY HERRING

UX Content Designer and Content Strategist | [Email](#) | [LinkedIn](#) | [Portfolio](#) | 404.840.7721

SUMMARY

Staff Content Designer & U.S. Patent Holder specializing in AI-driven workflows, complex system logic, and human-centered design strategy. Proven track record of translating opaque, automated systems into clear, intuitive user experiences—from inventing a patented predictive tracking engine (U.S. Patent 11,587,046 B1) to integrating generative AI tools that streamline content ops and resolve associate workflow friction at enterprise scale. Expert at bridging the gap between machine logic, product architecture, and human trust to deliver accessible, data-informed UX across multi-platform ecosystems.

CORE COMPETENCIES

- **UX Writing & Strategy:** Microcopy, UI content, user journey mapping, interaction design, information architecture and conversational scripting.
 - **Design Systems & Governance:** Voice & tone guidelines, content governance, audits, inventories and scalable component documentation.
 - **Agile & Process:** Cross-functional collaboration (Design, Product, Engineering, Legal, Compliance), Jira intake workflows and records management.
 - **Tools & Methods:** Figma, Jira, AEM, Zendesk, human-centered design (HCD), user testing, accessibility (WCAG) and AI/LLM tools.
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EXPERIENCE

Staff Content Designer | Sam's Club | Mar 2023 – May 2026

- Directed UX content strategy for nationwide associate apps, translating complex supply chain workflows into clear UI copy.
- Collaborated daily in agile product teams with designers, product managers, engineers, and accessibility specialists.
- Established content governance rules to ensure terminology consistency across data-heavy application suites.
- Managed project backlogs and iterative design updates through strict Jira intake and records management processes.
- Utilized AI tools and LLMs to accelerate content discovery and build rapid UI copy variations.

Staff Content Designer | Wealthfront | Sep 2021 – Dec 2022

- Led end-to-end content strategy for financial service tools, translating complex financial topics into accessible UI copy.
- Architected scalable help systems and content governance frameworks; managed content inventories and audits.
- Partnered with product, design, legal, and compliance teams to ensure alignment with strict regulatory requirements.
- Analyzed user testing and data analytics to resolve friction points and optimize microcopy and task completion.

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EXPERIENCE (CONTINUED)

Lead UX Content Designer | State Farm | Mar 2016 – Aug 2021

- Invented and patented a vehicle repair tracking system (U.S. Patent 11,587,046 B1), designing dynamic content models, notification logic, and state engines for automated tracking communications.
- Defined conditional messaging logic and trigger-based content frameworks that translated raw, machine-generated event data into transparent, actionable real-time updates for customers.
- Orchestrated complex content ecosystems across multi-channel customer touchpoints, reducing call-center friction by converting opaque back-end status tracking into clear, trust-building human language.
- Led enterprise content strategy across core service flows, championing accessible, data-driven design patterns that bridged the gap between automated logic and end-user comprehension.

Senior E-commerce Content Marketing Strategist | AT&T | Nov 2012 – Mar 2016

- Led content strategy and user journey mapping for e-commerce channels, doubling platform conversion rates.
- Established content governance to standardize product copy across mobile and desktop experiences.

EDUCATION & CERTIFICATIONS

- Bachelor of Arts in English | University of Louisville
- Certified Usability Analyst (CUA) | Human Factors International
- Six Sigma Green Belt | Process & Efficiency Optimization

PATENT

- U.S. Patent US 11,587,046 B1 (State Farm): Inventor for a vehicle repair tracking application, designing user task flows and UI messaging.