

TRACEY HERRING

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

SUMMARY

I make complicated things simple. For 12+ years, I've worked in UX content design and content strategy, helping teams at big companies (Sam's Club, Wealthfront, State Farm, AT&T) turn confusing processes into clear, user-friendly experiences. I specialize in writing for internal tools, enterprise apps, and AI-powered products.

WHAT I'M GREAT AT

- **Making things simple:** Turning "tech-speak" into plain English that anyone can understand.
 - **Organizing info:** Sorting through messy data so the right information shows up at the right time.
 - **Leadership:** Teaching other writers and working closely with programmers and product managers.
 - **Practicality:** I have a Six Sigma Green Belt, which means I'm obsessed with making processes faster and better.
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EXPERIENCE

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

- Design the internal apps that help our associates manage inventory for stores across the country.
- Work closely with designers, product managers, and engineers every day to get projects done.
- Manage the "content rules" (governance) to keep our language consistent, even in our most complicated, data-heavy apps.
- Use AI tools and large language models (LLMs) every day to write faster, automate our guidebooks, and quickly build basic layouts.

Staff Content Designer | Wealthfront | Sep 2021 – Dec 2022

- Built a reusable help system and set up content rules (governance) so the system could easily adapt as the business grew.
- Tested our writing with real users to see what worked and what didn't.
- Acted as the "gatekeeper" for our words, working with developers to make sure the whole app sounded the same.
- Used AI data tools to see exactly where users were getting stuck or confused.
- Used early LLMs to outline and draft help articles, which helped us publish information much faster.

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

- Wrote the master rulebook (governance) for the company's digital voice, keeping the tone consistent across thousands of public and internal pages.
- Led the content strategy for internal employee tools, creating clear guides, templates, and knowledge bases to help call center agents work more efficiently.
- Organized complex information and taxonomy for enterprise apps, making it easy for agents to quickly find the exact customer data they needed.
- Translated complicated insurance and technical processes into clear, practical guidance and training materials that helped agent teams quickly learn new systems.
- Wrote conversational scripts for early AI chatbots using NLP, using research and data to ensure automated answers sounded natural and truly helped users.

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EXPERIENCE (CONTINUED)

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

- Led a major website redesign that doubled our sales, setting up basic rules (governance) to keep product descriptions consistent.
 - Mapped out the shopping journey to make buying easier on both phones and computers.
 - Planned the content for new product launches based on what users actually wanted.
 - Worked with engineers to set up nascent AI tools that recommended the right products to the right shoppers.
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SKILLS

- **Design & strategy:** Human-centered design, user journey mapping, voice and tone guidelines and content governance
 - **Information:** Organizing complex data (taxonomies) and metadata frameworks
 - **People management:** Created, trained and managed a team of 6 content strategists who built a Nielsen award-winning intranet site
 - **Specialties:** Internal tools, merchant systems, AI prompting and B2B design
 - **Systems:** Squarespace, WordPress, Drupal, Zendesk and Adobe AEM
 - **Tools:** Figma, InVision, Sketch, Mural and various AI tools
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INTELLECTUAL PROPERTY

- **Patent holder (US 11,587,046 B1 - State Farm):** Created a mobile and desktop app for customers to schedule and track repairs on their damaged, insured vehicle