Stacey Han

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Senior Content Designer & UX Writer • Content Manager & Publisher • Ideator

Summary

Award-winning Senior Content Designer & UX Writer skilled in creating engaging, user-centered digital experiences, including accessibility and AI-driven products. Expertise in developing clear, personalized content that enhances user journeys for diverse audiences. Collaborative team player focused on delivering scalable solutions and optimizing user satisfaction through data-driven insights.

Professional Experience

Senior Content Designer and UX Writer
Google
2021 – Present

- Partner with multi-disciplinary teams, including Product, Design, and Engineering, to develop content solutions for multiple integral workstreams, including personalization, video, connectivity, onboarding, and AI initiatives.
- Enhance inclusivity and user experience across Google platforms by co-leading a comprehensive accessibility settings redesign.
- Content Lead for the highly-visible Android Satellite projects. Develop and present a content strategy to drive alignment and ensure a cohesive user experience across all products.
- Design and write concise, informative user content for Android apps on wearables, foldables, and phones.
- Leverage user research data to inform content design decisions and improve the discoverability and usability of accessibility settings.
- Participate in Android's style working group, contributing to style decisions, and ensuring consistency across Android UXW patterns.
- Partnered with conversation designers on Google Assistant integration for Personal Safety, co-authoring prompts and dialogue flows for voice-activated experiences.
- Apply the principles of Google's Material Design system to create experiences that are clear, easy to use, delightful, and accessible to everyone.
- Consider translation, user research, accessibility, legal, and privacy concerns to design inclusive and intuitive experiences.
- Audit experiences for clarity, consistency, and brevity.
- Design content for Google's AI features, including:
  - Google Vids, a Gemini-powered video creation and editing app for Google Workspace
  - Guided Frame, an accessibility tool offering camera composition tips and scene descriptions for visually impaired users
- File bugs, ensuring quality and alignment across products.
- Name and write descriptions for phone ringtones, wallpapers, and other creative initiatives.
- *Key projects & accomplishments include:*
  - **Own the content strategy for Personal Safety projects, including an app redesign.**
  - **Content Lead for the highly-visible satellite messaging project for Android.**
    - Ideate a user-centered content strategy, ensuring alignment with stakeholders on execution.
    - Create frameworks for content reuse, focusing on UX quality, voice, and tone.
  - **Leverage AI to synthesize user feedback and identify themes for Android products.**
    - Utilize data-driven insights to provide recommendations and inform content quality.

o **Develop artifacts for community use to empower design decision-making, including glossaries, capitalization guides, vision statements, and content frameworks.**

Content Manager - Product Management / Marketing
Charles Schwab
2018 – 2021

- As an Agile product owner, met with partner teams to analyze content, gather requirements, and create automation solutions for >25 unique content pieces quarterly.
- Collaborated with >10 cross-functional teams, driving content architecture, strategy, and UI for a best-in-class content authoring tool and knowledge-base library containing >1,900 content pieces.
- Orchestrated up to 10-15 projects simultaneously and published client-facing digital resources to schwabfunds.com.
- Tested tool releases weekly.
- Analyzed fund performance and authored financial commentaries.
- *Key projects & accomplishments include:*
  - **Analyzed tools, identified areas of opportunity, and implemented process improvements.**
  - **Streamlined copy library content by 80%, enhancing user experience.**
  - **Improved production time-to-market from 2 months to 2 weeks.**
  - **Focusing on employee development, created job aids, quick guides, and OneNote content to train and onboard team members.**
    - Managed Sales team videos within the Allego video platform.
      - Drove video content engagement and strategy by utilizing contests and surveys.
      - Translated technical sharing regulations into easily digestible one-page guides, strengthening distribution.
  - **Documented and tracked >500 bugs and enhancements via Jira.**

Web Producer 2
Microsoft
2016 – 2018

- Delivered high-visibility promotions and digital marketing content for the Microsoft Online Store, which encompassed Xbox, Microsoft Surface, Windows, Office, virtual, and mixed reality products.
- Utilized Merchandising Manifests to create bundles, implement pricing discounts, and create complex category and list pages, including the Microsoft homepage and support pages.
- Triaged high-priority, customer-impacting content and tool escalations, ensuring quality, and resolving issues.
- *Key projects & accomplishments include:*
  - **Key member in the content migration to a new Content Management System for ~100 worldwide markets.**
  - **Partnered on the production, training, and documentation for 6 major web content waves, including continuing weekly releases.**

Senior Web Publisher (2012-2016), Web Publisher (2009-2011)
AT&T
2012 – 2016

- Edited, coded, and published B2B web content for 7.7M unique visitors.
- *Key projects & accomplishments include:*
  - **Spearheaded the AT&T B2B small business site redesign.**
    - Migrated the entire site to an upgraded CMS.
    - Implemented designs that referenced redlines, wireframes, and copy.
    - Deployed XML files to multiple staging and production environments.
    - Performed test scripts to identify and resolve defects.

Writer
Salesforce Marketing Cloud (fka ExactTarget)
2011 – 2012

- Trusted advisor to Global Accounts clients, writing competitive email, social media, and service messaging aligned with customer objectives, incorporating feedback, and addressing concerns.
- Localized content for worldwide markets (India, Mexico, Canada, UK).
- Performed quality control, ensuring content was suitable for >45M email subscribers weekly, including inclusion of Omniture and HTML tagging.
- *Key projects & accomplishments include:*
  - **Analyzed marketing communications and email performance metrics, providing data-driven insights and actionable intelligence to drive enhancements.**
    - Extracted data (benchmarks, click-through rates, open rates) for email campaigns.
    - Made projections and offered testing strategies to increase ROI for future campaigns.

Previously Instructional Designer @ McGraw Hill, Writer @ T-Mobile, Writer & Editor @ Expedia Group

Technical Skills

Figma, Jira, Google Workspace, Slack, Drupal, WordPress, Workfront, Microsoft Office Suite (including OneNote), Adobe CQ, Allego, Content Management Systems (CMS), AI, XML

Education & Coursework

Northern Arizona University
Master of Education, Elementary Education and Teaching, Summa Cum Laude

Northern Arizona University
Bachelor of Science, Magna Cum Laude

Bellevue College Continuing Education
Technical Editing Certificate

Coursera
Prompt Engineering for ChatGPT; Google AI Essentials

Awards & Recognition

Winner – Tech Impact Award: Google
- **Recognized for writing contributions to two Google products that won Tech Impact Awards, selected from over 100 submissions for their novel solutions to complex technical problems.**

Winner – Tongal Ideator Award
- **1st Place – Protective Life Concept Project, Tongal**
- **1st Place – LEGO and Toys "R" Us "Bricktober" Concept Project**
  - Tongal is the ultimate platform for content creation that connects networks, studios, and brands with a global community of creators to produce high-quality content with authenticity and scale.
  - Reviewed client creative briefs and created impactful advertising concepts and scripts.
  - Winning creative ideas were produced and distributed through YouTube, Facebook, television, and corporate websites.

Recipient – Peer & Leadership Bonuses: Google
- **Recipient of over 20 peer and leadership awards for collaboration, work ethic, and achievements**