

Stephanie Schmitt

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Work experience

Google

Vendor writer

Bard International

Mar 2015–Present

Technical writer

For the InfoX team, Google Cloud

Classroom Help Center (Sep 2015–Present)

- Responsible for developing, writing, and illustrating help center articles for administrators, teachers, students, and parents
- Work with product teams, review PRDs, and test features to develop content
- Regularly analyze metrics and user feedback to recommend and implement content changes
- Review and edit content written by doc team and product managers

Highlights:

- To improve the user experience for multi-modal learners, I developed and executed a proposal to add step-by-step illustrations
- Created over 180 step-by-step illustrations that were scalable, easily localized, on brand, and adaptable to Classroom UI updates
- Performed a usability review of 37 articles and rewrote content that contributed to a 15% increase in customer satisfaction

G Suite Setup (Jul 2015–Jan 2017)

- Edited content, designed illustrations, and revised layout for website update
- Collaborated with writers on the new information architecture
- Migrated articles and images from Google Sites to Goro

G Suite Learning Center (Mar 2015–Feb 2016)

- Produced product switching guides for online and print use
- Migrated articles and images from Google Sites to Goro
- Created illustrations for instructions, change guides, and handouts

Customer communications (Mar 2015–Aug 2016)

- Provided product support and services (Gamma) for urgent and legally sensitive communications to G Suite customers
- Advised stakeholders on email policies, templated emails in HTML, and coordinated with the localization team

McKesson

Health care

Jul 2012–Feb 2015

Web producer and designer

- Responsible for front-end web design and UX for McKesson.com
- Collaborated with brand and engineering teams on the McKesson.com redesign
- Analyzed pages for opportunities to expand user interactions and customer touch points
- Designed and wireframed UX updates and explained rationale to business unit stakeholders
- Created and updated web pages in Ektron CMS using HTML and CSS
- Translated marketing objectives into effective visual page designs as measured by analytics
- Advised on technical and UX issues for the redesign of multiple mobile apps
- Strategized with a taxonomist and brand team to develop the UI for the digital asset management system

Triad Retail Media

Digital marketing

agency

Apr 2011–Jun 2012

Web designer

- Collaborated with content, marketing, and engineering teams to deliver customer experience of Walmart.com's In Stores Now e-commerce section
- Created presentations to articulate my design solutions to Walmart stakeholders
- Built webpage modules in Ektron CMS
- Wrote and designed a production training resource and design style guide

Stephanie

Schmitt Design

Jan 2009–Mar 2011

Freelance web and UX designer

- Freelanced at a variety of businesses from consumer product to brand engagement. Clients included PartyCity.com, JanSport.com and 24HourFitness.com.
- Researched users' goals, measured websites with heuristic reviews, and developed SEO spreadsheets
- Redesigned and reorganized content using information design best practices

CORE

Educational

consulting

Nov 2002–Oct 2008

Graphic designer / Senior production coordinator

- Worked directly with writers and editors to publish books, packaging, and sales collateral
- Worked with marketing to create a brand identity across printed materials

Learning

Multi-Systems

Educational software

Nov 1998–May 2002

Multimedia designer

- Collaborated with developers to design and publish educational software for teenagers
- Performed user testing for the content design and layouts

Education

University of Wisconsin at Madison

BFA in Art with focus on Graphic Design

University of California San Diego Extension

Technical Communication certificate

Additional coursework and training

Confab Intensive 2016

Attended workshops on content strategy, content personalization, analytics, and interviewing users

Nielsen Norman Usability Week 2013

Attended training courses on usability, design solutions for mobile, and user testing

University of California Berkeley Extension 2011

Attended classes in advertising and integrated marketing communication

San Francisco State University Extended Learning 2011

Attended Multimedia Studies Program classes in CSS, information design, and Photoshop

Computer tools

Graphics and layout

Adobe Acrobat

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Web production

Adobe Dreamweaver

Adobe Flash

Adobe Fireworks

Ektron CMS

OmniGraffle

Coding

CSS

HTML