

ABOUT ME

A diligent and inventive content designer and strategist capable of delivering compelling and accurate writing across user touchpoints. I’m passionate about information architecture that supports brand guidelines while delivering optimal UX interactions.

- EXPERIENCES
- Lead CX Content Strategist for Dash.ai

Dropbox, Sept 2025 - present + Sept 2022 - May 2024

 - Shaping how users interact with Dash.ai including writing pre-populated agent responses, in-product onboarding copy, enablement, and troubleshooting content helping millions of users interact intuitively with Dropbox’s AI features.
 - Turning high-level technical processes and UI pathways into user-friendly process steps on web, desktop, and mobile applications to improve customer experiences and GenAI summary optimization.
 - Working closely and iteratively with stakeholders in product, marketing, UX research, engineering, legal, localization, accessibility, and more to build cohesive messaging and structured terminology to write with the user in mind.

Senior Content Designer – Design Systems & Growth

Grammarly/Superhuman, March 2025-July 2025

 - Led content design on a discount-checkout redesign, driving a 20% lift in Annual plan selection (vs. a 15% target), validated through A/B testing and shipped through design, legal, and leadership review
 - Establishing scalable content frameworks for design system documentation that supports product iteration cycles, writing both user-facing microcopy and internal guidelines for content patterns and tokens.
 - Developing comprehensive design system documentation that bridged technical specifications with accessible content guidelines, enabling seamless collaboration between designers, engineers, and writers while maintaining brand consistency across all touchpoints.

Content Design Lead

MD Anderson Cancer Research Center, May 2024 - March 2025

 - Building user personas, beta testing self-assessment apps, leading UX research, building UX dashboards, and developing gamification strategies to drive engagement for our bespoke data literacy certification program.
 - Lead content strategist guiding a team of data and AI experts on enterprise-wide content campaigns to inform and instruct a large and diverse staff on data literacy and AI best-practices in medical research.
 - Directing content design projects including building public communication content and directing efforts to design the team Manual of Style.

Senior CX Content Specialist - Apple & AI projects

Dropbox, Sept 2022 - May 2024

 - Owning and directing end-to-end content strategy and writing on CX surfaces for features and products utilizing AI, Apple’s File Provider, and for the AI Control Center with page views in the millions monthly.
 - Building cross-functional strategies and content maps to build searchable, indexable, high-quality web content for Dropbox’s core products, consistently landing on the first page of major search engines.
 - Chair on the Editorial Council, helping to direct and define content guidelines for the AI product suite.

- FREELANCE
- Tracking and communicating significant health and fitness industry updates, including changes in legislative and clinical policies as well as shifts in reproductive technologies, to deliver data-driven content. — **MUTU Systems**
 - Built a content voice, style guide, and content design system from zero for an early-stage D2C app, establishing terminology, message patterns, and review standards for a small team writing in parallel. — **Umbra**
 - Wrote and directed 1,300+ pieces of AI-assisted, human-reviewed in-product content in six months, shaping the narrative backbone across the full purchase journey from onboarding through subscription. — **Umbra**
 - Own the total site and in-app copy rewrite for an AI search-visibility startup, building its manual of style and content design system from scratch as the team's single source of truth. — **Discoverably**
 - Established an A/B-testing practice for UX copy through user research, replacing opinion-based content decisions with evidence — informing sitemap and IA decisions across the site and app. — **Discoverably**

EDUCATION

BA Political Science

Law & Communications

Bryn Mawr College

2008

Ethics, Technology, and Public

Policy for Practitioners

Stanford University

2024

- ADVANCED SKILLS
- Information Architecture
 - Style Guide Development
 - GPT Creation
 - Iterative Testing
 - Compliance Frameworks
 - Figma, GPTs, Lovable
 - Project Leadership
 - Mentorship