

Alexis Logsdon

Content designer and UX writer

EXPERIENCE

Content Strategist, U.S. Bank, Minneapolis, MN

August 2021–present

- Oversee content design for iOS and Android mobile banking platforms
- Manage multiple interconnected projects related to a navigation redesign
- Align stakeholders and coordinate content across projects with multiple designers
- Set and document content specs and style guide for mobile

Content Strategist, Freelance

2016–present

- Consult with small business and independent contractor clients on their content and communication strategy
- Audit content across media types (web, social, apps) with an eye to consistency, clarity, and calls to action

Digital & Research Librarian, University of Minnesota

January 2019–August 2021

- Developed frameworks and style guides for a CMS of learning modules
- Identified programming needs by organizing focus groups and interviews, and designing surveys
- Worked with various stakeholders on digital projects, designing, delegating, and coordinating the work to keep it on track.
- Synthesized quantitative and qualitative data to inform outreach and event content

Digital Humanities Librarian, Macalester College

January 2014–January 2019

- Led a CMS migration, including content modeling and implementing best practices.
- Created templates, reusable content assets, style guides, and metadata
- Conducted usability testing and a content audit for a website redesign
- Worked with stakeholders to create a user-focused website
- Led brainstorming sessions using design thinking principles during strategic planning retreats

SKILLS & TOOLS

Content and Design

Content management, design systems, design thinking, Figma, information architecture, InVision, journey mapping, Mural, prototyping, Sketch, UX research, wireframing

Productivity and Other

Agile, Confluence, data analysis, data management, Jira, Trello

EDUCATION

University of Wisconsin – Milwaukee

MLIS Library Science

University of California – Berkeley

MA English

City College of New York – CUNY

BA English

TRAINING AND CERTIFICATIONS

Designing an Accessible User Experience

Deque University course

Accessibility Fundamentals - Disabilities, Guidelines, and Laws
Deque University course

Web and Graphic Design
Graduate course, UW Milwaukee

Organization of Information
Graduate course, UW Milwaukee