

Alexis Logsdon

Content Strategist and UX Writer

EXPERIENCE

Content Strategist, A1M Solutions, 9/2022- present

- Conduct content audits and develop actionable to improve content quality
- Create a comprehensive style guide to ensure content consistency across all channels
- Champion accessibility standards beyond compliance requirements
- Cultivate strong partnerships with stakeholders throughout the organization

Content Strategist, Freelance, 2016-present

- Analyze website content and performance metrics to offer effective content strategy for clients
- Design website mockups using wireframing and prototyping techniques
- Develop comprehensive style guides to maintain brand consistency and enhance overall quality of client websites

Content Strategist, U.S. Bank, 8/2021-9/ 2022

- Developed style and content guides to ensure consistency with internal brand and OS guidelines
- Led the content strategy for mobile banking products, including a navigation redesign
- Used Figma to create reusable content components

Digital Librarian, Univ. of Minnesota, 9/2019-8/2021

- Managed and curated reusable content assets for a central CMS
- Developed style guides and frameworks for a central repository of learning modules, resulting in improved consistency and user experience
- Led learning communities focused on coding and data management to promote collaboration and knowledge sharing among peers
- Coordinated cross-functional teams on digital initiatives

Digital Humanities Librarian, Macalester College, 1/2014–1/2019

- Developed templates, metadata, and style guides to optimize learning module CMS content
- Conducted user research, usability testing and content audits for website redesign
- Advocated for improved web content governance and lifecycle documentation

EDUCATION

University of Wisconsin – Milwaukee
MS Library Science

University of California – Berkeley
MA English

City College of New York – CUNY
BA English

SKILLS & TOOLS

Content

A/B testing, content style guides, copy decks, documentation, governance, content audits

Design

Design systems, Figma, information architecture, journey mapping, Pendo, prototyping, Sketch

Information and data management

Confluence, Excel, Google Sheets, Notion, Tableau

Workflow

Agile, Jira, Trello

TRAINING AND CERTIFICATIONS

Designing an Accessible User Experience – Deque University

Accessibility Fundamentals—Disabilities, Guidelines, and Laws – Deque University

Introductory courses in Python and R

Web and Graphic Design – graduate course

Organization of Information – graduate course