

# ALEXIS LOGSDON

Content design | Content strategy | UX writing

## EXPERIENCE

AIM Solutions, Chico, CA (remote) | Senior Content Strategist

2022 - PRESENT

*Various contracts within the federal government.*

- Perform content audits, identifying areas for quick wins to enhance content quality
- Establish content guidelines for patterns and components
- Model product content, with consideration for accessibility, information architecture and plain language
- Design and execute user research studies using diverse methods

Freelance, Minneapolis, MN | Content Strategist

2016 - PRESENT

*I offer content consulting services to entrepreneurs and small business owners in diverse industries.*

- Audit content and analyze site metrics to assess the health of current content
- Provide wireframes and content schedules so clients can deliver timely, compelling content
- Develop lightweight, flexible style guides for clear and consistent copy
- Advise on content governance plans

U.S. Bank, Minneapolis, MN (remote) | UX Content Strategist

2021 - 2022

*I consulted with product owners, designers, and engineers on Android and iOS mobile banking apps.*

- Led content strategy and information architecture on an app navigation project
- Created reusable content component library for mobile app microcopy
- Collaborated on internal and external cross-functional teams to ensure consistent user experience

## EDUCATION

University of Wisconsin, Milwaukee

MA, Library & information sciences

University of California, Berkeley

MA, English

City College of New York

BA, English

## SKILLS

A/B testing

Agile

Content modeling

Content style guides

Data management

Design thinking

Documentation

Information architecture

Journey mapping

Prototyping

User research

## University of Minnesota, Minneapolis, MN | Digital Librarian

2019 - 2021

- Advised SMEs on digital initiatives, including on several projects that won grant funding
- Curated and managed reusable content assets within a central CMS
- Organized coding and data management learning communities to foster collaborative team culture

## Macalester College, St. Paul, MN | Humanities Research Librarian

2014 - 2019

- Created templates, metadata and style guides to ensure consistency and clarity across many resource guides and web pages
- Led website redesign project, including conducting user research and content audits and creating a content governance plan

### CERTIFICATIONS

#### Deque University courses

- Designing an Accessible User Experience
- Accessibility Fundamentals - Disabilities, Guidelines, and Laws

#### UW Milwaukee graduate courses

- Web and Graphic Design
- Organization of Information

### TOOLS

Confluence

Drupal

Figma

Github

Jira

Markdown

Mural

Notion

Optimal Workshop

Pendo

Sharepoint

Tableau

Trello

### LANGUAGES

German - A2

Spanish - A2