

# Vangie Stice-Israel

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As a UX writer with a solid background in UX/UI design, content strategy and management, and program management, I bring a strategic, pragmatic, and realistic systems view to content creation. Working in diverse environments has enabled me to apply my critical thinking, analytical and design skills, and program management experience to teams that value the holistic user experience and offer key value to user engagement and user satisfaction.

## SKILLS

### UX Writing/Writing

Copyediting/Editing/Proofreading  
Long Form Content  
Microcopy  
Research

User-Focused Content  
UX Copy/UX Writing  
Web Content  
Writing/Copywriting

### Design

Accessibility  
Design Systems & Pattern Libraries  
Interaction Design

UX Copy  
UX Research & Iterative Usability Testing  
Wireframes, Prototypes, & Mockups

### Business

End-to-End Product Management  
Project Planning and Execution  
Presentations

Relationship Building  
Team Leadership & Collaboration  
Written, Verbal, & Visual Communication

## TOOLS

Figma, Sketch, Adobe XD, Zeplin, InVision/Craft, LucidChard, Microsoft Visio, and similar design tools  
Trello, Jira, Confluence, Slack, Microsoft Teams, Zoom, Skype, and similar collaboration apps  
Microsoft Office Suite, G Suite, and similar business apps

## RECENT EXPERIENCE

### Fable Communications

Founder and UX Writer/Researcher/Editor  
UX/UI Designer

Tulsa, OK  
2014-present  
2019-present

Concentrating on user needs, operating remotely and in a fast-paced environment, deliver high quality end-to-end services to clients, serving as a contractor or subcontractor on distributed national and international teams; lead and participate in collaborative teams and stakeholder meetings; balance product vision and customer needs to meet strategic goals; design and implement processes and procedures that improve efficiency

- Maximize client outcomes by ensuring content and design are data-driven, accessible, approachable, engaging, clear, and concise; meet business requirements; and display strong information architecture; clearly and effectively communicating design processes, ideas, and solutions to teams and clients
- Develop or follow style guides, content strategies, design systems and libraries, and information architectures that ensure coherent, cohesive, and engaging content and designs
- Enhance effectiveness through user-focused content and human-centered design, turning complex concepts into digestible content
- Conduct, analyze, and interpret quantitative and qualitative research – generative, evaluative, and usability/user testing; collect user and stakeholder feedback; and synthesize and report findings to inform content, writing, and design, enhancing usability, approachability, and accessibility
- Strengthen the value of content, designs, websites, apps, reports, presentations, and curriculum through content and design creation, editing, iterating, and quality-checking, ensuring all products meet client vision and user needs

## UX Writing/Writing, Content Strategy, Editing, and Research Projects

**Manhattan Strategy Group**: Write a project style guide and content strategy; rewrite deliverables to orient to target audience; edit 7 reports, 20+ training modules, and deliverables; enhance presentation and marketing materials; attend weekly remote and quarterly in-person project team meetings; conduct subject matter expert interviews with write-up

- Results: Ensure content engages the target audience, improve style and grammar, increase clarity and cohesiveness of written materials, and enhance visual impact of marketing and education materials

**Meeder Consulting**: Research and write a literature review of education trends in 4 countries and 3 US states

- Results: The literature review is part of a state-of-the-industry report to the State of Connecticut, informing its education strategy

**NC<sup>3</sup>T**: Research and write content for 5 promotional brochures, interview clients, attend remote project team meetings

- Results: Increase client visibility and program interest; ensure correct grammar, style, tone, and voice

**PLS 3rd Learning**: Write content for 3 online education modules, edit 19 scripts and 19 online education module templates, provide developmental editing where needed, fact-check 41 documents, attend remote project team meetings

- Results: Expand content; ensure all content is accurate and cohesive and adheres to client style guide; maintain appropriate style and voice; and improve style, grammar, and tone throughout

**Texas A&M University**: Edit *Parliamentary Guide for FFA* and the accompanying teacher guide and student workbook

- Results: Create a consistent voice and tone from multi-author documents and improve architecture and grammar

**Variable Software, LLC.**: Conduct a UX writing/content audit and UX review of OwassoApp, a social media app for the City of Owasso, Oklahoma

- Results: Correct non-standard content and grammar, and identified broken and non-working UX and UI

### Texas Education Agency

State Director, Career and Technical Education

Austin, TX/Flexible

2009-2014

Directed a state-wide education program and managed a staff of 6; led and participated in cross-functional and cross-agency collaborative teams; led unit's legislative response; liaised with federal agencies; served on federal legislative review committees; served on governor's cross-agency committee

- Administered a \$90M federal grant, using data-based decision-making to expand educational opportunities and outcomes in 2,600+ school districts
- Built and implemented content strategies and content that enhanced user experiences through increased readability, accessibility, and approachability for web content, reports, presentations, training, user/help guides, and explainers
- Designed, delivered, and presented at statewide administrator and counselor academies and seminars, using quantitative and qualitative research, data analysis, and data-based innovations to improve the user experience, increasing attendance from lackluster to a sold-out waiting list
- Presented at statewide conferences, increasing awareness and compliance across 2,600+ districts
- Developed and nurtured collaborative relationships with stakeholders, field staff, administrators, and business and federal partners, reinforcing communication and trust
- Spearheaded the multi-agency state team undergoing a federal audit, earning 21 commendations
- Led the state team participating in the international [OECD study of career and technical education](#)
- Monitored and evaluated constituent, grantee, and team compliance with state and federal requirements, managing risk and reinforcing adherence to rules and regulations

## EDUCATION

### CareerFoundry, UX Design Certificate with UI Add-On

- Intensive year-long training program for UX designers, specializing in UX process and methodology, including research, user journeys, personas, copy, testing, information architecture, and visual design
- Additional UI specialization course focused on responsive layouts, design patterns and principles, creating style guides, use of shapes and icons, color theory, typography, and imagery
- Design of 3 apps using software such as Figma, Sketch, Adobe XD, and InVision for wireframes, prototypes, and animation

### Texas Tech University, M.A., Communications

- Graduate program focused on human interactions, including original research and thesis

### Texas Tech University, B.A., English

- Undergraduate program focused on English literature and linguistics