Vangie Stice-Israel

+1 918-568-9209   https://vangiesticeisrael.com
vangie.sticeisrael@gmail.com   https://www.linkedin.com/in/vangiesticeisrael

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

SKILLS

Design

Accessibility, Diversity, & Inclusivity	Journey Maps, Personas, User Flows
Customer Research & Iterative Usability Testing	User-Focused Design & Interactive Design
Design Systems & Pattern Libraries	UX Copy & Information Architecture
Ideation & Workshops	Wireframes, Prototypes, & Mockups

UX Writing/Writing

Copyediting/Editing/Proofreading	User-Centered Content
Microcopy	UX Copy/UX Writing
Research	Web Content

Business

End-to-End Product Management	Regulations & Compliance
Project Planning & Execution	Team Leadership & Collaboration
Presentations	Written, Verbal, & Visual Communication

TOOLS

Figma, Sketch, Adobe Creative Cloud Suite, Zeplin, InVision/Craft, 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

USAA (Contract)   Remote/San Antonio, TX
Sr. Creative Designer, CIS Communications/Cloud Services   07/2021-04/2022

Working remotely on an Agile team, provided design and editorial expertise for a variety of products, ensuring adherence to brand guidelines and style guide, and accessibility requirements

- Designed, collaborated on, and/or created 4 intranet/enterprise wiki marketing sites in Confluence: UX content, wireframes, mockups, graphics, and original assets
  - Increased visibility for Private Cloud Services, Public Cloud Enablement, and CIS Communications
- Researched and designed 5 team logos reflecting team identity
- Designed a process visualization infographic and poster series promoting department accomplishments
  - Served as the template for future infographics and posters
- Designed and edited 2 interactive cloud computing playbooks and migration guides, adding visual appeal
  - Enhanced engagement and improved hierarchy, grammar, wording, flow, and organization

Fable Communications   Tulsa, OK
Founder and UX Writer/Researcher/Editor   2014-present
UX/UI Designer   2017-present

Working remotely and concentrating on user needs, deliver high quality end-to-end services to clients, serving as a contractor or subcontractor on distributed national and international teams; balance product vision and customer needs to meet strategic goals

- Maximize client outcomes by ensuring content and design are user-focused, data-driven, accessible, and engaging; meet business requirements; and display strong information architecture
- Develop or follow style guides, content strategies, design systems and libraries, and information architectures that ensure accessible, coherent, cohesive, and engaging content and designs
- Solve complex problems through human-centered design, turning complicated concepts into digestible content displayed in low- to high-fidelity wireframes, prototypes, and mockups
- 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

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

Various Clients: Research, design, audit, construct, revise, and/or stand up responsive website based on client specifications, presenting clients with content, wireframes, prototypes, and mockups for review and iteration
- Results: Provide clients with an engaging, intuitive, thoughtful website that increases their outreach

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 all deliverables; enhance presentation and marketing materials; attend weekly remote and quarterly in-person ideation meetings and workshops; 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

NC³T: Research and write content for 5 promotional brochures, interview clients, attend remote 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-year, 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 identify broken and non-working UX and UI

Texas Education Agency Austin, TX/Flexible
State Director, Career and Technical Education 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
- Led and participated in ideation meetings, workshops, project team and cross-functional/cross-agency team meetings
- Designed 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 failing 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
- Reviewed and edited statewide regulations and curriculum standards, increasing clarity and cohesiveness to improve compliance

EDUCATION

Meta/Facebook
Recruited for and graduated from Meta/Facebook UX Writer Bridge Program

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