

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 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/Inclusivity
Design Systems & Pattern Libraries
Interaction Design

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

Business

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

Regulations & Compliance
Team Leadership & Collaboration
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)

Sr. Creative Designer, CIS Communications/Cloud Services

Remote/San Antonio, TX

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

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

Tulsa, OK
2014-present
2017-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; 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
- Enhance effectiveness through 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

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 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

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

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 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