Michelle Thorne

Content Designer | Cheerleader | Global Citizen

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Experience

Senior UX Writer | USAA 4/2026–Present

- Create clear, concise, and useful acquisition copy for mainline products
- Design and iterate in Figma
- Recommend content best practices and accessibility improvements
- Apply established content guidelines and style standards to maintain consistency at scale
- Consistently meet tight deadlines as part of a 30+ member content team
- Write microcopy and build pages in AEM across Banking, Life Insurance, and Property & Casualty product lines

Senior Content Designer | MoCaFi 5/2025–08/2025

- Created 120 content guidelines for the design system
- Shaped content on over 800 wireframes for clarity and consistency
- Worked with engineering, product management, design, and legal peers on customer-facing and internal tools in an agile environment
- Mentored colleagues on content best practices
- Mapped, edited, and organized over 100 unique FAQs

Senior UX Writer | Michaels 11/2023–5/2025

- Developed and maintained content guidelines
- Governed terminology across digital touchpoints
- Redesigned content for Custom Framing, increasing sales by 63%
- Made SMS messages more concise, saving $20k in the first month
- Researched and created a multichannel user experience using SMS, app in-store scanning, and self-checkout

Senior UX Writer | Driveway 4/2023–9/2023

- Owned content strategy and development for seamless integration across the user interface of internal tools
- Researched and understood users' needs, expectations, and pain points, including interviewing subject matter experts
- Presented and defended work to stakeholders and the C-suite
- Conducted quality assurance for production files in Figma

UX Writer | PayPal 9/2022–2/2023

- Distilled complex, technical information into easy-to-understand language for multiple personas
- Evaluated end-to-end flows for improvement opportunities
- Used plain language to maximize opt-in for permissions screens
- Wrote mobile release notes
- Worked with the legal team to ensure alignment of content with business goals

Content Developer | International School of Qingdao 7/2016–6/2020

- Owned content strategy, writing, and execution of cross-platform advertising campaigns targeting over 25 cultures
- Executed print and digital assets in English, Chinese, and Korean
- Implemented SEO content strategies across marketing materials

Education

General Assembly
Certificate in UX Design

University of North Carolina at Charlotte
Bachelor of Arts in Sociology, Minor in Child and Family Development

Central Piedmont Community College
Associate of Arts, Concentration in Graphic Design

Skills

Programs

- Figma
- AEM (Adobe Experience Manager)
- Google Workspace
- Microsoft Office
- Adobe CC
- Claude, ChatGPT, Writer
- Slack
- Jira

Content Design

- Content strategy
- Content guidelines
- Language governance
- Plain language
- WCAG 2.2
- AP style
- Basic HTML and CSS

Soft Skills

- Empathy
- Collaboration
- Communication
- Creativity

Hobbies

Watching sports
Playing *Minecraft*
Writing books
Traveling