Michelle Thorne

Content Designer | Cheerleader | Global Citizen

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Summary

Content designer with 7+ years of UX writing and content design experience in regulated industries, including financial services and insurance. Writes for web and mobile, builds pages directly in Adobe Experience Manager, and handles tagging, alt text, and SEO. Turns complex information into clear, engaging language and partners with product, design, engineering, marketing, and legal. Builds the guidelines and standards that keep content consistent, and uses AI tools such as Claude and Writer in daily content work.

Experience

Senior UX Writer | USAA
4/2026–Present

- Write clear, concise acquisition copy across Banking, Life, and Property & Casualty, all regulated insurance product lines
- Build complex pages directly in Adobe Experience Manager (AEM), including content, tagging, alt text and accessibility checks
- Apply established content guidelines and style standards, informed by SEO audits, to keep a consistent, on-brand voice at scale
- Use AI tools, including Claude and Writer, to draft and refine copy, reviewing output for accuracy and voice
- Meet tight deadlines collaborating within a 20-member content team

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

- Built 120 content guidelines for the design system from the ground up, giving teams one shared standard for voice and clarity
- Shaped content across more than 800 wireframes for clarity and consistency
- Partnered daily with engineering, product management, design and legal in an agile environment
- Mentored colleagues on content best practices and how to apply the guidelines independently
- Mapped, edited and organized over 100 unique FAQs

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

- Developed and maintained content guidelines and governed terminology across three brands: Michaels, MakerPlace and Custom Framing
- Led the Custom Framing content redesign, increasing sales by 63% year-over-year
- Tightened two SMS flows, saving $20k in the first month
- Researched and designed a multichannel experience spanning SMS, in-store scanning and self-checkout

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

- Owned content strategy for internal tools within agile frameworks, translating ambiguous business requirements into clear, user-centered content
- Interviewed subject matter experts to understand user needs, expectations and pain points
- Presented and defended content decisions to stakeholders and executives, including the C-suite
- Conducted quality assurance on production files in Figma

UX Writer | PayPal
9/2022–2/2023

- Evaluated end-to-end flows and distilled complex, technical financial information into plain language for multiple personas
- Maximized opt-in on permissions screens using clear, accessible language
- Partnered with legal to keep account and permissions copy compliant and aligned with business goals

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

- Owned content strategy, writing and execution of campaigns reaching more than 25 cultures, partnering with translators on English, Chinese and Korean assets
- 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

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

Content Design

- Voice and tone
- Content guidelines and systems
- Content strategy and governance
- Content audits
- Plain language
- SEO
- WCAG 2.2
- AP style
- Basic HTML and CSS

Soft Skills

- Empathy
- Collaboration
- Communication
- Creativity

Hobbies

- Watching sports
- Playing *Minecraft*
- Writing books
- Traveling