

CAT ANDERSON

CONTENT STRATEGIST / DESIGNER
UX WRITER

contact: (207) 852-3391 | cfanders@gmail.com | **portfolio:** upon request

CORE SKILLS

- + Content strategy / design
- + Product writing / microcopy
- + UX research (mixed methods)
- + Information architecture
- + Transactional communications
- + Style guide development
- + Content accessibility / WCAG

TOOLS I ♥

- + Figma / FigJam
- + Slack
- + Miro
- + UserTesting.com
- + Atlassian suite
- + HubSpot
- + Airtable

EDUCATION

UNIVERSITY OF MAINE B.A. IN ANTHROPOLOGY

Summa cum laude | Phi Beta Kappa

SYRACUSE UNIVERSITY

Completed coursework for the anthropology Ph.D program.

EXPERIENCE

CONTENT DESIGNER, NEXT INSURANCE

WALTHAM, MA • 03/2021-07/2022

- Created "connected content" across the customer journey—bringing consistency and clarity to a complex product across partner and customer touch points, including the website, sales funnel, customer onboarding, customer portal, mobile app, and transactional communications.
- Led efforts to expand and evolve the company content style guide and content design system.
- Evolved our product development process to be more efficient and inclusive of UX, content, and data.

UX WRITER/CONTENT DESIGNER, AP INTEGO

WALTHAM, MA • 12/2017-03/2021

- Founded the content design practice at AP Intego.
- Designed and executed research that informed early company UX and content strategy.
- Created product and other customer-facing content, and developed a content style guide as part of the company design system and brand strategy.
- Tested content for clarity and user confidence using qualitative research, A/B testing, quantitative analysis.

CONTRACT UX WRITER, ARX URBAN

BOSTON • 7/2017-10/2017

- Redesigned the website content strategy to build trust and better reflect the unique brand identity of this socially-conscious real estate firm.