

JORDAN CRAVEN

UX Strategy and Content Design

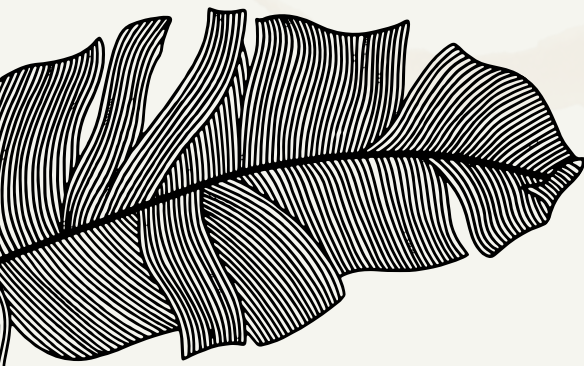
CRAVENN

PROFILE

I'm a content designer who knows how to write for a global audience, explore comprehensive product iterations in Figma, solve UX issues through research and collaboration, maintain cohesive branding across media, and find creative ways to solve complex business- and people-problems.

EXPERTISE

- Empathic, inclusive product thinking
- Consistent tone and voice
- Accessibility content
- Hi-fi design deliverables
- Well-crafted microcopy
- Constructive feedback
- Cross-functional collaboration
- Systems/UX architecture
- Grassroots advocacy
- Holistic creative strategy
- Mentorship



CONTACT

Hidden

Remote

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www.jordancraven.com

EXPERIENCE

Senior Content Designer, Profile Systems Lead

Meta, fka Facebook | May 2018 - Present

- Drives design, strategy and architecture across multiple product teams
- Ensures UI is simple, human, straightforward and tonally appropriate
- Collaborates with cross-functional peers and influences product decisions
- Creates guidance for design systems and outlines holistic vision

UX Writer

Red Ventures | Jan 2016 - May 2018

- Content lead for the company's proprietary chatbot AI, managing UX scripts
- Acted as content liaison for all business partners, editing all user flows
- Worked 1:1 with other writers to ensure UX best practices
- Managed social posts for int'l design and architecture lifestyle blog

Communications Specialist

BlueCross BlueShield of South Carolina | Oct 2015 - Jan 2016

- Managed and edited online BlueChoice HealthPlan Medicaid website
- Supported Market Research Analyst with event-based copy updates
- Audited site IA and acted as project lead for navigation redesign

Brand Content Coordinator

New Morning Foundation | Jan 2014 - Aug 2015

- Developed and maintained the *Tell Them* brand across media platforms
- Created content for media campaigns and events
- Oversaw Online Communications Intern and provided comms guidance
- Helped plan and lead legislative lobbying days in South Carolina and D.C.

EDUCATION

The Graduate School, University of South Carolina

MMC in Integrated Communication | 2014 - 2016

Areas of focus: marketing comms, management, research and copyright law

Activities: marketing and comms volunteer for nonprofits and gov't institutions

School of Journalism, University of South Carolina

BAJMC in Public Relations, Studio Art | 2010 - 2014

Areas of focus: journalism, visual communication, marketing and illustration

Activities: student-lead grassroots advocacy, reproductive health education

CONNECT

I'm @cravennn on most platforms. Let's connect.