

# Joelle Smith

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## Senior Content Designer – PNC Bank

Aug 2021 - Present | Remote

- Increased credential recovery flow completion rate by 35%
- Shaped content for a multistep enrollment flow with an ~80% completion rate
- Lead content strategy for security and authentication experiences in Online Banking and the Mobile app
- Partner with 6 product teams to scale content strategy while supporting outside initiatives
- Developed content standards for a site-wide tour experience
- Defined and refined 350+ error states to deliver clear instructions and troubleshooting
- Nominated for the 2024 Accessibility Champion Award and earned 45 recognitions

## University of Texas UX/UI Certification

Feb 2023 - Aug 2023 | Remote

- 97% cumulative grade; 250+ hours

## Nielsen Norman Group UX Certification

May 2022 | Remote

- Interaction Design Specialty; 30 hours

## Packaging Copywriter - PetSmart

Sep 2019 - Aug 2021 | Phoenix, AZ

- Wrote or edited packaging for 1,500+ products
- Co-led content strategy for 3 new brands, 3 brand refreshes and a product line
- Conducted competitive analyses to provide design inspiration for 3 new brands
- Collaborated with designers to illustrate compelling educational content
- Earned 15 employee recognitions and a Vertex Award

## Marketing Associate - Spectrum Veterinary

Mar 2018 - Aug 2019 | Phoenix, AZ

- Designed 15 email newsletters with ~28% open rate for ~4,000+ veterinary clinics
- Gave feedback and design ideas to a developer for the company's first app

## Social Media Editor - Prevention magazine, Rodale Inc.

Feb 2017 - Feb 2018 | Allentown, PA

- Designed 130+ Instagram posts and increased Instagram following by 40%+

## Assistant Editor - Men's Health magazine, Rodale Inc.

May 2016 - Jan 2017 | Allentown, PA

- Produced 35 articles – including a profile, driving 32,000+ clicks

## University of Pittsburgh

Pittsburgh, PA

BA English Nonfiction Writing; BA Communication; Digital Media Certificate; 3.90 GPA