

# Joelle Smith

[JoelleLSmith.com](http://JoelleLSmith.com) | Scottsdale, AZ 85250

## Senior UX Content Designer

### PNC Bank

Aug 2021 - Present | Remote

- Lead content strategy for security and authentication experiences in Online Banking and Mobile app
- Support content needs across 6 core crews while consulting on initiatives for additional teams
- Contributed to raising the credential recovery flow completion rate from 43% to 81%
- Designed content for a multistep enrollment flow with an ~80% completion rate
- Developed content standards for a new-to-bank tour experience and honed content for 20 tours
- Wrote or honed 350+ error states with development and product teams to deliver clear instructions
- Nominated for the 2024 Accessibility Champion Award, recognizing exemplary accessibility advocates
- Earned 45 peer and leadership 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
- Designed 45+ Instagram posts – many animated to enhance engagement

## Social Media Editor, *Prevention* magazine

### Rodale Inc.

May 2016 - Feb 2018 | Allentown, PA

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

## Assistant Editor, *Men's Health* magazine

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

## BA English Nonfiction Writing

### BA Communication

### Digital Media Certificate

- 3.90 cumulative GPA

University of Pittsburgh, 2016 | Pittsburgh, PA