KATRINA SCHWIETERMAN

portfolio: kschwieterman.carbonmade.com
references: linkedin.com/in/kschwieterman

CONTENT DESIGN | USER EXPERIENCE | INFORMATION ARCHITECTURE

15+ years experience producing clear, concise and compelling content for customers and businesses as a writer, strategist and team lead.

Specializes in writing UI text and assistance content, as well as developing frameworks, information architecture and structured content solutions to meet customer needs.

- Results-driven professional who develops effective, high-quality content and user experience to meet deadlines and measurable performance goals
- Skilled at building a foundation of empathy and understanding for customer needs and problems to solve
- Strong collaborator across design, research, product and engineering teams
- Accountable team member who thrives in a fast-paced, agile environment
- Applies AI tools strategically to accelerate content and information architecture work

EXPERIENCE

Staff Content Designer, Shopify | Apr 2022 – Sep 2025

- Led naming and definition of Combined Listings, using AI to generate and evaluate options against a defined framework and aligning leadership on an intuitive name
- Redesigned information architecture for the product details page, leveraging usage data and AI-assisted coded prototypes to test hierarchy and comprehension with stakeholders
- Led content design for the end-to-end add app block flow, facilitating a design sprint to align on ideal flow and strategy to reduce ambiguity for developers and merchants
- Served as a consultative content partner across the Merchandising org with weekly reviews and 1:1 consults on complex content problems

STRATEGIC IMPACT

- Clarified new concept within the Shopify ecosystem to facilitate naming and messaging for new app and object adopted across Shopify
- Accelerated alignment and decision-making on product details IA by using usage data and AI-assisted prototyping to explore and validate structural options early
- Enabled more confident merchant actions in the add app block flow by defining standards and methods for app developers to implement the ideal flow
- Raised content quality across Merchandising org by sharing feedback, available standards, and AI tools

Staff Content Designer, Meta | Oct 2018 – Mar 2022

- Developed an updated framework and architecture for global navigation of Business Manager to help businesses find the right tools for their needs
- Developed a consistent account selector for Business Manager to orient businesses to their functional scope within tools
- Developed a framework for local and global settings in Facebook Business Suite
- Developed a self-guided, online course to introduce the content design organization to information architecture at Facebook

STRATEGIC IMPACT

- Released new global navigation to Business Manager with no regressions to time to click, bounce, ads revenue, or ads errors
- Released new account selector to Business Manager to improve consistent transfer between tools by 50% with neutral impact on topline advertising metrics
- Introduced an MVP of global settings to Facebook Business Suite to reduce egress to other platforms by 40%
- Published documentation and consulted with internal teams to advise on best practices for adopting new frameworks for navigation, scoping and settings
- Helped content designers at Facebook apply basic information architecture to their work

Affiliate Instructor for Communication Leadership Graduate Program, University of Washington | Winter Quarter 2020, 2021

- Provided instruction to 20 graduate students in a 10-week course about introduction to Product Content Strategy
- Defined curriculum and grading rubric, engaged students in weekly lectures, and evaluated assignments, midterms and finals

Senior Content Strategist, Avvo | Jun 2016 – Sept 2018

- Led design sprints to rapidly understand problems and ideate solutions, with strong stakeholder alignment
- Evaluated concepts and optimization (A/B) testing for various website experiences, including homepage, site navigation, and ecommerce funnel
- Developed strategic content recommendations leveraging competitive teardowns, content audits, content matrixes and more
- Identified pain points and improvement opportunities through contextual inquiry, stakeholder interviews, transcript audits and usability testing

STRATEGIC IMPACT

- Streamlined checkout flow on Avvo.com to increase conversion from 13.5% to 18%
- Repositioned global search to increase success with core tasks (Directory, Free Q&A)
- Defined hierarchy and organization of modules on Attorney Dashboard to increase attorney engagement with high-value features
- Collaborated on mobile-responsive redesign of Contact History and associated email notifications to increase attorney awareness of advertising ROI
- Performed contextual inquiry with sales team to identify opportunities for improving tools and processes, and then developed service blueprint to share learnings

UX Writer, HBO (via AltaSource Group) | Jun 2015 – Jun 2016

– Authored UI text for new and enhanced features in HBO NOW and HBO GO
– Published new and updated support articles for new releases of HBO NOW (Amazon Fire TV & TV Stick, Android TV, Roku)

STRATEGIC IMPACT

– Simplified subscriber funnel to reduce friction for new and returning customers
– Provided UI text for enhanced parental controls experience to support introduction of Sesame Street content and Kids category
– Refined information architecture for HBO NOW support articles to increase discoverability and maintainability

Content Project Manager, Redfin | Nov 2011 – Feb 2015

– Managed 4-person content team responsible for every word on redfin.com and in email, marketing, advertising and print
– Collaborated with product, marketing, and development teams on new website features
– Validated messaging and materials through qualitative research
– Established copywriting standards for style guide

STRATEGIC IMPACT

– Authored UI text for Home Value Tool and A/B tested call-to-action variants to increase contact rate from 0.4% to 1.8%
– Authored UI text for Price Whisperer and optimized content to achieve 18% conversion
– Solidified messaging and authored titleforward.com, resulting in 300% increase in page views and 21% increase in average visit duration
– Developed content strategy to rework 132 text-heavy pages into six shareable real estate guides that are concise, mobile responsive and SEO-optimized

Additional experience

Content Strategist, Freelance | 2015
Staff Blogger, Urbnlivn.com | 2011 – 2012
Technical Writer, Microsoft (via Steyer Associates) | 2008 – 2010
Writer, A9.com | 2008 - 2009
Content Project Manager, Microsoft | 2006 – 2007
Technical Writer, Microsoft | 2002 – 2005

EDUCATION

Certified Object-Oriented UX Strategist, Rewired UX | 2020
Front End Development Certificate (HTML5, CSS3, and Javascript), UW Extension | 2018
Technical Communications Certificate, UW Extension | 2000
English Literature, Bachelor of Arts, University of Washington | 1998