

JANIESSA NORICE

CONTENT DESIGNER, UX STORYTELLER

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Innovative and pragmatic Content Designer with a proven ability to simplify complex software through intuitive design. Expert in transforming challenges into opportunities, driving user-centered content that enhances workflow efficiency. Adept at collaborating with cross-functional teams to deliver coherent, end-to-end user experiences.

SKILLS

Agile Methodologies, A/B Testing, Beta Testing, Conflict Resolution, Cross-Device, Experiences, Cross-Functional Communication, Data Collection, Design Thinking, Error States, Information Architecture, Mobile Notifications, Onboarding Experiences (FRE), Presentations, Public Speaking, Prototyping, Qualitative/Quantitative data, User Research, User Surveys, User Testing Taxonomies, Terminology, Problem Solving, Wireframing

APPLICATIONS

Adobe Creative Suite, Figma, GitHub, Hemingway, HTML/CSS, Microsoft 365, Usertesting.com, Slack, Trello, WordPress

EXPERIENCE

Content Designer II, Microsoft 2021-2024

Led content discovery, planning, and design initiatives ranging from UX surveys, A/B testing, and presenting research findings. Content initiatives improved usability by 50%

- Spearheaded terminology decision-making, providing informed insights to improve user experience
- Expanded design systems by integrating new ideas into company-wide products, boosting user task efficiency
- Defined and incorporated product design needs into comprehensive end-to-end design plans
- Synthesized complex concepts into clear, user-centered solutions, based on feedback from UX surveys and testing
- Supported UX integration with design execution, resulting in intuitive user interfaces
- Cross-Collaborated with product owners and development teams to guide end-to-end experiences from concept to launch
- Developed and optimized Information Architecture (IA) for seamless task completion
- Partnered with content design teams to ensure coherence across company content guidelines and presented in workshops and design crits
- Created customer-centered narratives to frame problems and highlight the business value of potential solutions
- Executed research activities (e.g., user surveys, information architecture, journey mapping, concept testing, etc.) to uncover experience and product development insights from customers

CERTIFICATIONS AND EDUCATION

CERTIFICATIONS

SYSTEMS THINKING FOR UX CONTENT 2024
UX WRITING FUNDAMENTALS 2021
User Experience and Interface Design 2019

DEGREES

ARIZONA STATE UNIVERSITY WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION 2017

Bachelor of Arts, (B.A.): Mass Communications and Media Studies

