

Tyler Quackenbush

Senior UX Content Writer / Content Strategist

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PROFESSIONAL SUMMARY

Content strategist and UX writer with 8+ years of experience writing and optimizing content for digital products, including e-commerce flows, account management, chat/support experiences, and B2B web platforms. Skilled at turning technical and legal jargon into clear, plain-language content while following brand voice, editorial, and accessibility (508) standards. Experienced writing and editing microcopy, error messages, and status messages, and partnering with designers, product managers, developers, and legal/compliance teams in Agile environments to take content from concept to publication.

CORE COMPETENCIES

UX Writing & Microcopy | Content Strategy | Content Audits & Inventory | B2B Content Design | E-Commerce & Account Management Flows | Information Architecture | Voice & Tone Development | Design Systems | Accessibility (508 Compliance) | Agile/Scrum Collaboration | Cross-Functional Stakeholder Management

PROFESSIONAL EXPERIENCE

Senior Content Designer | *Agile Defense (formerly Intellibridge)*

2021 – Present

Lead content design and UX writing across federal and commercial digital products, partnering with research, design, technology, marketing, legal, and compliance teams to deliver clear, accessible, consistent user experiences within Agile delivery cycles.

- Wrote and edited content across digital products, including navigation labels, page copy, error messages, and in-product prompts (microcopy), aligning content to design systems, templates, and defined user journeys.
- Conducted comprehensive content audits across digital products, evaluating quality, accessibility, and business alignment, and delivering prioritized recommendations on what to retain, revise, consolidate, or remove.
- Developed and maintained voice and tone guidelines and content style guides, establishing scalable content standards adopted across cross-functional design teams.
- Collaborated directly with legal and compliance reviewers on federal client engagements, ensuring content met regulatory and accessibility (508) requirements before launch.
- Supported scrum teams as part of Agile/SAFe delivery cycles, co-leading a project intake framework that reduced scope ambiguity by 70% and improved delivery predictability.
- Delivered 40+ design and content initiatives with a 100% on-time record and 90% stakeholder satisfaction across engagements.

UX Content Designer | *Novant Health (via Accrue Partners)*

2021

Embedded content designer on a large-scale healthcare website redesign, executing content at scale into new page templates, design system components, and defined user journeys in Figma.

- Wrote, edited, and restructured content for patient-facing web pages, migrating existing content into new templates while ensuring clarity, accessibility, and compliance alignment.
- Produced 50+ high-fidelity content page builds weekly in Figma, enabling rapid stakeholder review and reducing revision cycles to under 10 minutes per page.
- Streamlined the image asset migration process, cutting content search and retrieval time by 75%.

Web Designer | *University of North Georgia*

2016 – 2021

Led web content design and information architecture for a public university digital presence serving 20,000+ users.

- Led a site-wide redesign, including content restructuring, navigation simplification, and information architecture, increasing user engagement by 35%.
- Audited and consolidated 20+ site navigation menus into a streamlined structure, deciding what content to retain, consolidate, or remove to reduce redundancy and user friction.
- Designed content templates, landing pages, and iconography to improve content scannability and accessibility.

EDUCATION

Bachelor of Arts, English Literature — University of North Georgia

CERTIFICATIONS & CONTINUING EDUCATION

Certified ScrumMaster (CSM) | SAFe for Teams Certified (Scaled Agile) | UX/UI Design for Gaming — ELVTR

Interaction Design Foundation: User Research Methods, Human-Computer Interaction, Web Design for Usability, UI Design Patterns, Affordances in UI Design, Gestalt Psychology in Web Design, Creativity and Product Design

TOOLS & TECHNOLOGIES

Design & Prototyping: Figma, Photoshop, Illustrator

Project & Collaboration: Jira, Confluence, Webflow, Airtable, GitHub

Other: CMS Platforms, Claude & AI-Assisted Writing Tools, HTML/CSS (basic)