Jaclyn Dillingham

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Work Experience

UX Content Strategist, Productive Edge
November 2022 - January 2024

- Served as the lead strategist across a variety of engagements with clients, including Google, Wellstar and Virgin Voyages, and developed customer-centric digital strategies through usability testing, user and stakeholder interviews, persona and use case development, prototyping and wireframing.

- Led the reorganization and migration of an internal design system to eliminate component clutter and enhance process efficiency. Conducted structured interviews and ideated and tested a new navigation for component categories, resulting in a more data-informed design system. Provided the client with recommendations for an improved workflow and content design.

- Partnered with business stakeholders to identify opportunities for more effective customer engagement for an international financial services client. Conducted a sitewide content audit, led multiple workshops, interviewed stakeholders, and developed a detailed roadmap that provided a strategy for digital customer acquisition.

- Worked within SAFe Agile framework to produce complex audits for features in website and app; created and maintained content models, design system and CMS component documentation, and content mapping. Provided recommendations for information architecture improvements across the client's customer-facing site.

Web Content Editor, DePaul University Driehaus College of Business
April 2017 - November 2022

- Provided consultation and established content governance standards for 12+ website content contributors, offering guidance on web best practices such as SharePoint CMS widget implementation, usability and content strategy.

- Managed the editorial approval process for more than 2,000 webpages, incorporating SEO best practices for new webpages and web stories; developed, designed and maintained external website publications, including the online alumni magazine, as well as new webpages and subsites aligned with UX best practices.

- Led the successful website launch of the university's first Executive Education program. Conducted a competitive analysis and collaborated with program stakeholders to develop navigational design and SEO-rich webpage content aimed at lead generation.

Marketing & Digital Media Specialist, IU O'Neill School of Public and Environmental Affairs
June 2014 - April 2017

- Served as primary web editor for two domains, collaborating with internal stakeholders to establish web templates in Cascade CMS, aimed at generating leads for prospective undergraduate students. Edited, wrote and designed content for a range of marketing collateral, while maintaining brand and message consistency, using Adobe Creative Cloud.

- Led the department's first initiative to set up goals and campaigns in Google Analytics to monitor effectiveness of marketing efforts, including local digital advertising campaigns, leading to a revised ad strategy for subsequent quarters.

- Established the school's social media strategy and increased traffic and usage of all social media channels (Facebook 550+new likes, X 800+ new followers, Instagram 500+ new followers).

Education

DePaul University

Master of Science in Human-Computer Interaction, *graduated with distinction* • May 2022

Indiana University Bloomington

Bachelor of Arts in Journalism, concentration in psychology • May 2013