

# Suzanne Vallance

Content designer and UX writer

## Experience

### Senior Associate UX Writer and Content Designer | JP Morgan Chase | Jun 2022 to present

Improving JPMC's internal and customer-facing applications by simplifying legacy experiences

Collaborating with UX designers and project managers to introduce design-thinking efficiencies

### Content Designer | Shelter Scotland | Apr 2021 to Jun 2022

Creating and iterating content based on evidence, user needs, and digital best practices

Collaborating with UX designers, service designers, lived-experience users, and subject matter experts

### Content Creator | Frugi Group | Aug 2020 to Mar 2021

Planning, creating, and publishing content for Frugi-owned brands

Conducting site audits to improve UX, taxonomy, and SEO

Supporting PR and trade communications

### Content Designer | Hilton contract | Oct 2016 to Apr 2020

Designing user-focused copy for thousands of properties as part of Hilton's largest ever web content overhaul

Collaborating with information architects, designers, and devs

Planning and executing content for hotel websites and landing pages

Conducting site audits and creating sitemaps across Hilton brands

Enhancing content according to UX, accessibility, and SEO best practices

### SEO Executive | Smarter Digital Marketing | Mar to Sep 2016

Blogging, link building, and copywriting

Analysing websites using SEO tools, heat maps, and AHrefs

Creating marketing reports using Pro Rank Tracker and Google Analytics

### Surveyor Liaison/Marketing Assistant | PV Solar UK | 2013 to 2016

Stipulating campaign details to branch managers and marketing companies

Advising on marketing and digital best practices

## About me

I'm a Glasgow-based creative with aspirations to grow my career in a dynamic digital environment. My favourite things are brainstorming, puns, and lasagne. Seriously, I even cook one on Christmas Day.

## Contact details

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## Expertise

Content design

UX writing

Process improvements

## Education

UX Writing, UX Writing Hub, ongoing

Agile Fundamentals, ICAgile, 2021

Content Design, Content Design London, 2019 and 2021

Digital Marketing, Academy of Digital Business Leaders, 2015

Website Marketing Fundamentals, City of Glasgow College, 2015

Fashion Business Diploma, Glasgow Caledonian University, 2007 to 2009