

Shelly Leyden

Resume: UX Content & Brand Strategist

512-460-9148
shelly@hiyashelly.com

2021 Wright Street
Austin, Texas 78704

Insightful UX content designer with proven knack for supporting UX teams, building brands, and driving digital product performance.

EXPERIENCE

HIYA SHELLY | UX Content Designer + Strategist, Austin TX, 2012 – present

Skilled consultant developing content solutions in collaboration with brand champions, marketers, UX teams, and digital product leaders. Client list includes Whole Foods, Texas Mutual, Angi, RetailMeNot, Vrbo, Big Commerce, and Google.

ANGI | UX Content Designer (contract), Austin TX, 2021 – 2022

Supported a team of 12+ UX designers and their product partners as Angie's List re-branded to Angi. Developed UX copy guidelines, mentored UX and product team members, and brought the brand voice to life across web, app, and email initiatives.

RETAILMENOT | UX Content Designer (contract), Austin TX, 2018 – 2019

Supported a team of 7+ UX designers and corresponding product partners to re- envision an improved brand experience across digital products. Drove content strategy for a new "green field" app to evolve the business beyond savings codes.

VRBO | Content Strategist (contract), Austin TX, 2018

Supported Vrbo's quest to evolve past a scrappy-yet-dated acronym to compete as a digital lifestyle brand. Provided brand and digital product positioning concepts to inspire and align executives around a bold new brand direction.

BIGCOMMERCE | Content Strategist (contract), Austin TX, 2017

Supported a well-oiled digital product team through a sudden content resource gap. Collaborated with product managers and designers to define both business purpose and user need to deliver on-brand content in a fast-paced environment.

GOOGLE | Content Strategist (contract), Austin TX, 2015 – 2017

Worked directly with digital product managers to re-brand 7+ digital products into the Google Analytics 360 Suite. Translated Google brand voice, UX writing style, and new digital product hierarchy across a wide range of content resources.

SPRINGBOX | Content Director, Austin TX, 2007 – 2012

Leader in discovery, ideation, information architecture, content strategy, and content creation for web, mobile, and social projects. Key clients: US Air Force Academy, Dell, Michael J. Fox Foundation, Lance Armstrong Foundation, and Central Market.

MEDIA RICH | Freelance Writer, Austin TX, 2006 – 2007

Improved the usability, engagement, and conversion power of USAA touchpoints with on-brand, highly relevant content strategy and copy recommendations.

MILKSHAKE MEDIA | Account Lead + Writer, Austin TX 2003 – 2005

Brought brands to life, engaging audiences across print, web, and television experiences. Key clients: Austin City Limits, Balfour, Igloo, and Nickelodeon.

FROG DESIGN | Producer, Austin TX, 2000 – 2003

Built lasting relationships with effective processes and top-quality user experiences while running agency teams for Microsoft, SAP, Dell, and Holt, Rinehart and Winston.

WHOLE FOODS MARKET | Producer, Austin TX, 1999 – 2000

Shaped innovative digital product for early grocery ecommerce. Championed user experience while navigating a range of stakeholder inputs from the executive suite to the grocery fulfillment team.

LATTICE WEB SERVICES | Partner, Austin TX 1995 – 1998

Started an agency, spearheading website strategy, information architecture, visual design, and content creation to bring clients online for the first time.

EDUCATION

NORTHWESTERN UNIVERSITY | Chicago, IL, 1992

Earned a BA in English while studying literature, creative writing, screen writing, and women's studies. Graduated Phi Beta Kappa.

Shelly Leyden

UX Portfolio: Select Cases

Shelly Leyden

UX teams make brands sing
when everyone knows
the words.

:]

Angi

[Bringing a rebrand to digital life](#)

RetailMeNot

[Envisioning a winning mobile app](#)

Texas Mutual

[Modernizing a longstanding insurer](#)



Angi

UX Challenges

- Lifestyle rebrand
- Disparate legacy UX
- New lines of business

Key Question

How might our new “lifestyle brand” be expressed across legacy experiences and emerging lines of business?

My Solutions

- UX writing + guidelines
- UX designer mentorship
- UX voice research



Angi's List is now Angi, a lifestyle rebrand with big digital product implications — and not just in looks.

— — —

The new brand needed to compel existing customers with trusted listings, but also attract them to new instant-book jobs and larger home projects managed directly by Angi.



Angi's list is now Angi

[Learn more](#)



[Interior](#) | [Exterior](#) | [Lawn & Garden](#) | [More](#) | [Articles & Advice](#)

Find top-rated certified pros in your area.

Search



Handyperson



Landscaping



Plumbing



Electrical



Remodeling



Roofing



Converting users into customers means defining a project need and passing a solid lead to local pros.

Angi's new voice — which sounds like your best friend who happens to be a contractor — fueled us to re-think even the most revenue-critical flows.

USER FEELINGS

Will this be easy ... or worth it?

But, but, but ...

Ok, now we're getting there.

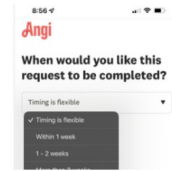
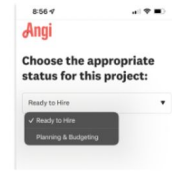
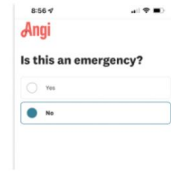
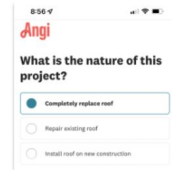
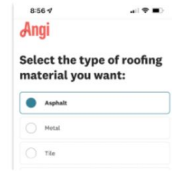
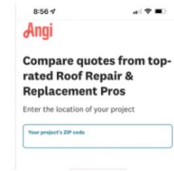
Um, what if it is an emergency?

Is Angi listening to me?

Do they really mean completed?

Oh, help ...

EXISTING COPY



NEW BRAND VOICE

Let's get your roofing project moving.

Great, what kind of roof needs work?

Ok, what's your roofing need right now?

Got it. Is it an emergency?

How soon do you want work to start?

Ok, and when would you like it to be finished?

What else do you want pros know?



I got to solve for brand voice in emerging services the UX team was inventing with our product partners.

Yes, I wrote lots of documents. But the UX team appreciated my ability to work directly in Figma, sketching ways of speaking that could better serve both users and the brand.

3 SIMPLER STEPS / BETTER BRAND VOICE

4 IFFY STEPS / OFF BRAND VOICE

Asphalt Roof Replacement | 6777 Biscay Bay

You're one step closer to your commitment-free quote.

- Initial project estimate** \$7,500 - \$9,200
Based on similar projects completed in your area. Continue below to get your commitment-free quote. [See project details](#)
- Next, finalize your details with a Project Advisor**
 - Share more details with your dedicated project advisor
 - Get a final commitment-free quote
 - Fair price guaranteed
 - Schedule your start date
 - Finance your project from 0% APR

[Continue](#)

[No thanks, view a list of pros](#)
- Receive your commitment-free quote**
Backed by our fair price guarantee
- We'll schedule your project around your timeline**
Lorem
- Angi will send a top-rated Pro to start and complete work!**
Your Angi Project Advisor will coordinate all details and provide dedicated support from start to finish. Your happiness, guaranteed.

When you work with Angi Roofing.

Asphalt Roof Replacement

Let's put together your commitment-free quote.

- What do projects like yours cost?** \$7,500 - \$9,200
We looked at real projects near you as an initial estimate. [See project details](#)
Next, share a few details to get a fair quote for your project.
- Now, get your commitment-free quote.**
 - Share key details with a dedicated project advisor
 - Get a personalized quote for your unique project
 - Set your preferred project start date
 - Finance your project from 0% APR

[Continue](#)

[No thanks, show me a list of pros](#)
- Then, make your decision and get moving.**
Questions about your quote? Talk to your dedicated project advisor. Accept your guaranteed price and we'll make the rest as easy as possible.
- We'll send a top pro to get the job done.**
Let us handle all the details and give you dedicated support, start to finish. As always, your project is backed by our Happiness Guarantee.

Why Angi Decking & Patio?

When you work with Angi Roofing, we've got your back from start to finish, **your happiness guaranteed.**

We'll cover your project up to the full purchase price, plus limited damage protection.

I solved for UX copy across 4+ lines of business and trained designers to use the brand voice in their real work.

— — —

I also audited digital properties for voice, wrote a detailed UX writing guide, and devised UX copy research to test our new brand pillars.

Good news: They're working!

A is more reassuring, B is flaky.

I picked b because it sounds more human

I like option A better because it feels more personal and less corporate.

B, lets me know the got me booked and that the email will have all the details i need for my appointment

The second option sounds a bit less arrogant



RetailMeNot

UX Challenges

- Aging business model
- Dwindling app traffic
- Retailer demands

Key Question

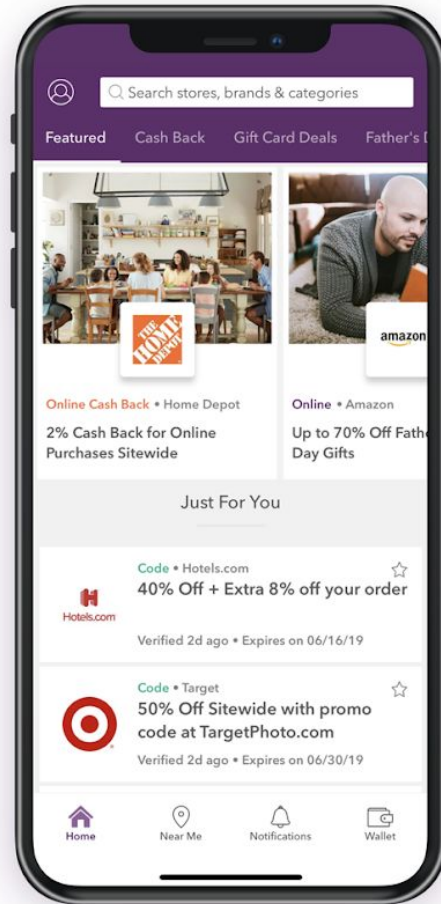
How might we win deal-shopper loyalty in a mobile world that's evolved way beyond savings codes?

My Solutions

- UX writing
- App re-envisioning
- Executive pitch

Consumers once loved sharing all the savings codes. By creating a “savings channel,” RetailMeNot helped retailers love it too.

But over time, RetailMeNot saw falling site and app usage. Shoppers simply Googled to find codes, and saw little reason to use the RetailMeNot app.



Key Issues

- Search = why not just Google?
- Featured = not relevant to me
- Other tabs = little or no traffic
- Offer cards = cognitive overload
- Navigation = unclear value to user

Asked to envision a new consumer app that would also make retailers happy, the UX team needed content thinking.

While designers brought ideas to life visually, I articulated mobile-first content strategies to define the new app's value.

The app builds a relationship with you.

Adapts to You

Effortlessly On Your Terms

- ▶ Contextual in the moment
- ▶ Relevant to your behaviors
- ▶ Curated and clutter-free

There for You

Meaningful to Everyday Life

- ▶ Expanded share of mind
- ▶ Organized for real life
- ▶ Content beyond coupons

Rewards You

Builds a Positive Relationship

- ▶ Personal and genuine
- ▶ Highlights your rewards
- ▶ Delivers more savings over time

While helping people save is a constant, focusing on user context could deliver much more value than just Googling.

To popularize new food offers and a cash back program, we leaned into serving users' "life in-the-moment," driving relevance for consumers *and* value for retailers.

What do we mean by "Contextual"?



Preference

Tastes, Needs,
Behaviour, Affinity,
Routine ...



Proximity

My Location, My
Route, My City, My
Region ...



Moment

Time of Day, Day of
Week, Season,
Occasion ...



Convenience

Tips, Take Out,
Delivery, Free
Shipping ...

Taking cues from Netflix and Spotify, we'd empower users with snackable savings collections made just for them.

Relevant content presented at the right time — and organized to reduce cognitive load — would differentiate the new app from jumbled search results.

New card systems.

Recommender lists



Collections



Store Coins



3% Cash Back



15 new offers

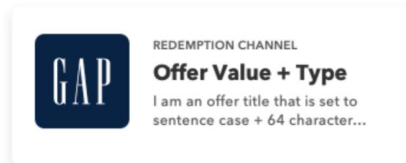


8% Cash Back



Up to 30% Off

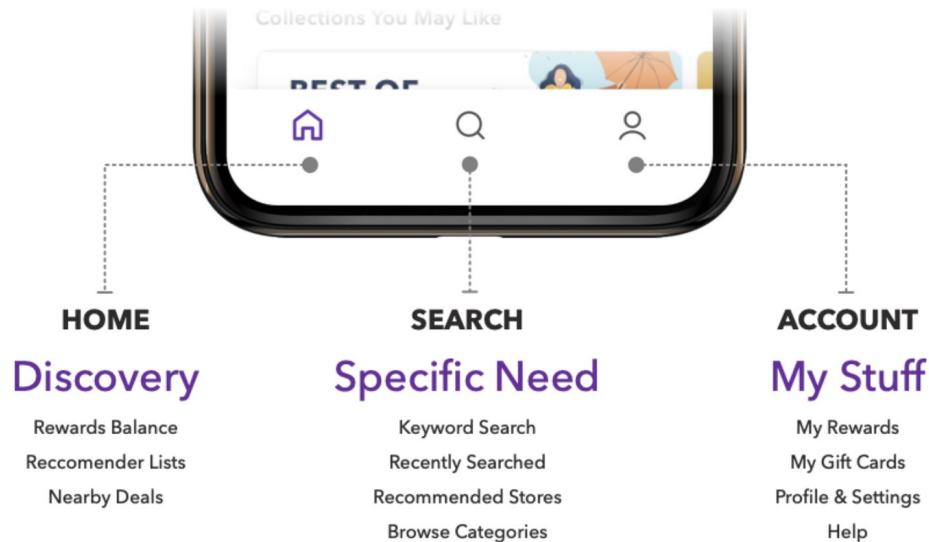
Out of Context



Fresh screen designs and features called for clarified navigation to signal value for users while keeping everything simple.

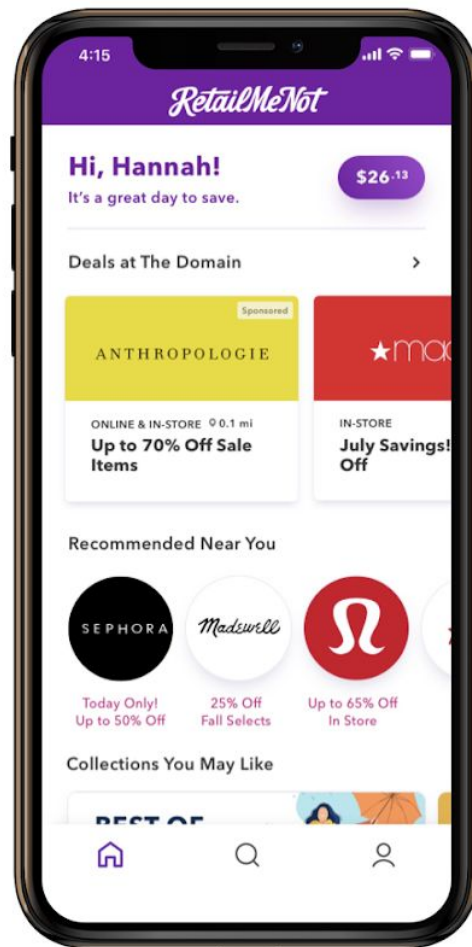
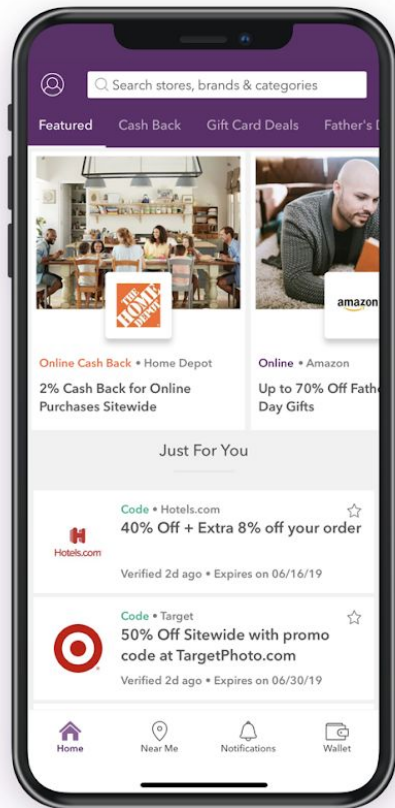
Forget the old tabs. App-wide emphasis on earning rewards “whatever you do, wherever you go” would spark user loyalty and spur account creation.

Navigation serves the user.



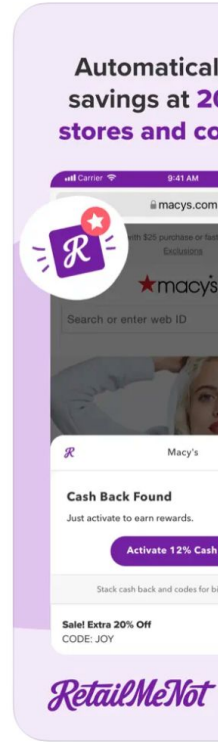
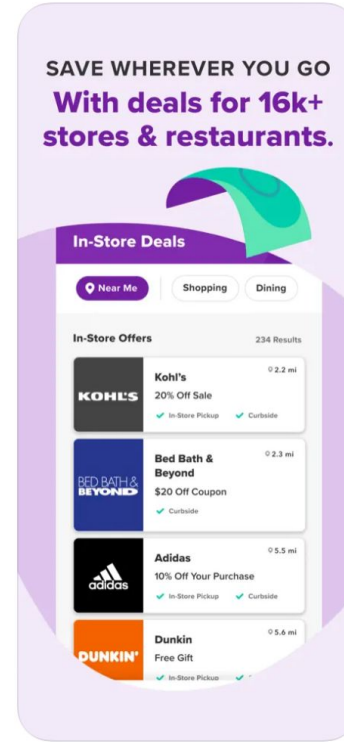
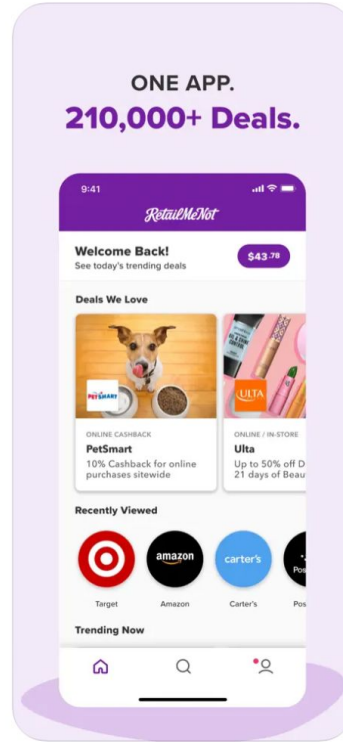
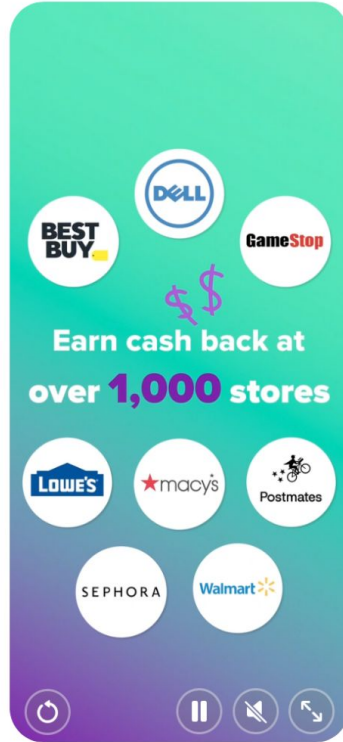
The old app tended to overwhelm users with whatever savings content RetailMeNot had on hand at the moment.

The new app welcomes users to the brand, says a personal hello, and organizes visually appealing deals based on your location, time of day, and past behaviors. Including earning rewards!



Our executive pitch was received with interest as well as much worry over what would be a massive dev effort.

But today, the app store reflects designs and features evolved from our original pitch, now available to savings-minded shoppers everywhere.





UX Challenges

- Unclear site strategy
- Ungoverned content
- Digital brand pressure

Key Question

How might we better compete against born-digital insurers without confusing our core users?

My Solutions

- Competitive analysis
- Data-informed audit
- UX writing + mentoring



Texas Mutual is the largest provider of workers compensation insurance in Texas. But this market leader still needed help.

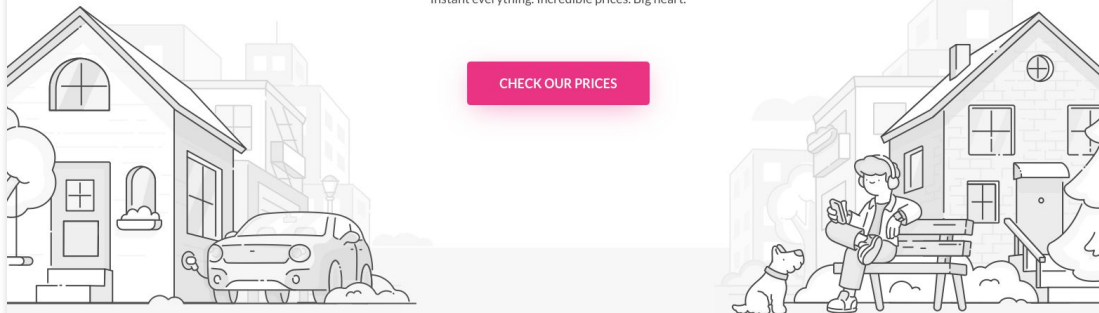
The company feared new competition from new, born-digital insurers — but leadership also feared losing the trust of Texas' small- to mid-sized employers.

Lemonade

Forget Everything You Know About Insurance

Instant everything. Incredible prices. Big heart.

CHECK OUR PRICES



Meet Cake, the smarter, simpler way to buy workers' comp insurance online.

You started your business because you love what you do. You wear many hats, but insurance expert shouldn't have to be one of them.



Existing policy holders told Texas Mutual they didn't use the site much, and that they liked it just fine as it was.

But the site's content was out of date, and while employers had found work-arounds for their repeat filings, the site overwhelmed other users — like injured workers.



Search Texas M

- Employers
- Agents
- Providers
- Injured Workers
- Health Care Network
- Safety
- Fighting Fraud
- Careers

Log in
Claims
Common Terms
Dividends
Employer rights
Employer FAQs
E-newsletter
Employer newsletter
Find a network doctor
Forms
Injured worker FAQs
Interim reporting
Marketing materials
Nonsubscribers
Premium audit basics
Related sites
Report an injury
Safety groups

About your claims

At Texas Mutual Insurance Company, our goal is to resolve your claims efficiently. That is what is best for you and your injured workers. You can help us by taking an active role in managing your claims.

To help you manage claims, we developed a series of [short instructional videos](#) below.

We also recommend you visit the following links for more information about the claims process:

- [Respond to injuries](#)
- [Get pharmacy help](#)
- [Control your claim costs](#)
- [Did a third party contribute to an accident?](#)
- [Learn about benefits](#)
- [Resolve compensability disputes](#)
- [Understand claim reserves](#)
- [Monitor the status of your claims](#)

Learn About the Claims Process

Texas Mutual encourages policyholders to invest in workplace safety. We understand, however, that accidents happen. When they do, our goal is to ensure your injured workers get prompt, appropriate medical care and return to the job.

We developed these short videos to help you manage your claims efficiently and effectively.

You can also view these videos on [YouTube](#).



Reporting a claim

HOME PAGE LACKING STRATEGY



Search Texas M

- Employers
- Agents
- Providers
- Injured Workers
- Health Care Network
- Safety
- Fighting Fraud
- Careers

Safety pays.
And so do we.

[Learn More »](#)

The coverage you need and the rewards you deserve.

Texas Mutual's safety team works with your company to help protect your employees, and our dividend program provides rewards for keeping your workplace safe. It's a powerful combination from the state's leading provider of workers' compensation insurance.

[Learn More »](#)



\$225 Million in Dividends Distributed to Qualifying Policyholder Owners

Texas Mutual recently distributed

Work Safe, Texas

We're partnering with you to make our state a safer place to work. [Member for Wed, 6-F-](#)



What You Need to Know Upcoming NCCI change

Though the impact of NCCI minimal, you may still be

Texas Mutual didn't know what content to keep and what to pitch to best serve existing customers, or anyone else.

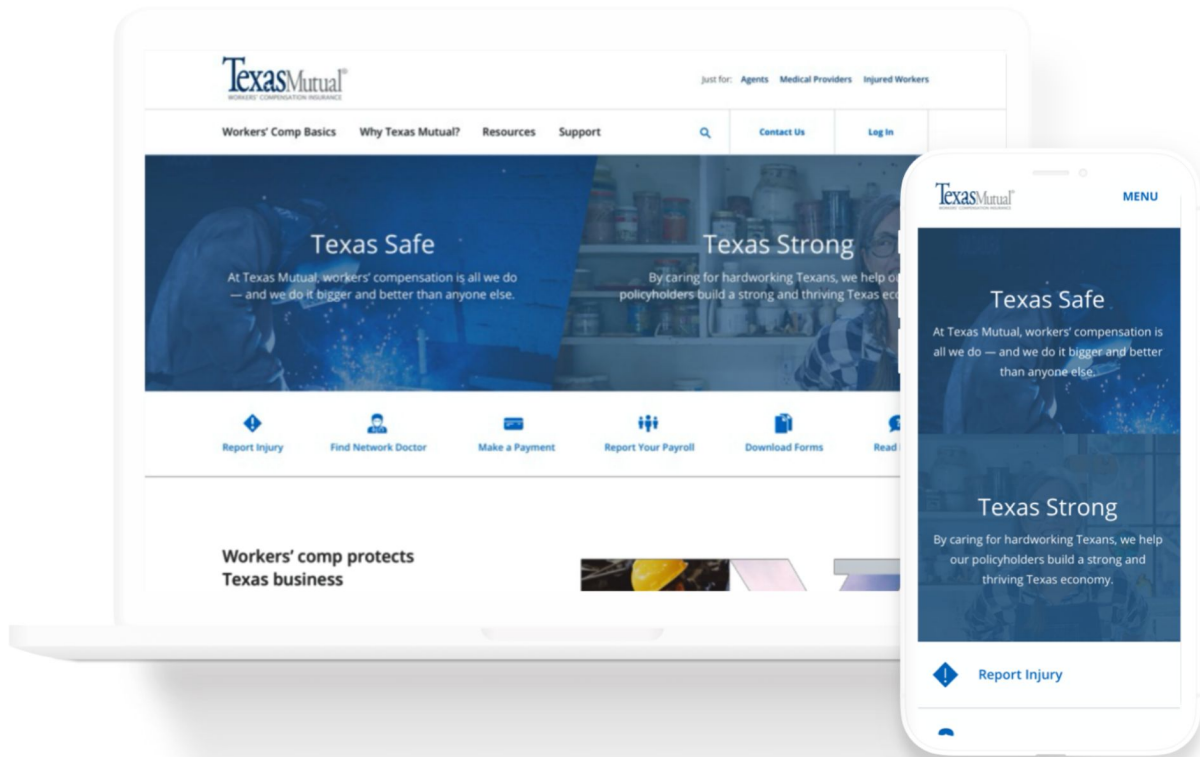
Starting with data, I audited each site page to evaluate its popularity, quality, and relevance to our key audiences: employers, workers, and agents.

Texas Mutual Content Audit: TexasMutual.com									
File Edit View Insert Format Data Tools Extensions Help Last edit was seconds ago									
J22									
A	B	C	D	E	F	G	H	I	J
Found On	Location(s)	Nomenclature	URL	Page Title	Public Page?	Duplicate?	Summary		Media Used
1	Home		https://www.texasmutual.com	Texas Mutual Workers' Compensation Insurance	Unique		3-message rotator — 1 links to Dividends page, 1 to a Safety blog post, 1 to Community involvement page in About Us from Community link in footer; 2 Content Callouts: 1 to Dividends page from Employers Section — note that visual looks like a video, but it's just an image, 1 to Safety Courses page from Safety link in Footer; 2 Blog post teasers, which look identical to teasers for "page" content, set of "I need to" links.		Photos, Graphics, Text
3	Global	Utility Menu	https://www.texasmutual.com/espanol	Espanol	Unique		Usability issue. UX expectation would be that this link takes entire site to Spanish, but it's really a section of content found in the Injured Workers section.		Text
4	Global	Utility Menu	https://www.texasmutual.com/about-us/home	About Us Texas Mutual Insurance Company	Unique		Four paragraphs. UX expectation would be that this link takes entire site to Spanish, but it's really a section of content found in the Injured Workers section.		Text
5	Global	Utility Menu	https://www.texasmutual.com/blog/home	Blog home — URL is Page Title, here	Unique		Once you click to the blog, the logo doesn't take you back to the main site home. Categorization seems a big opportunity to make content more relevant to segments. Posts not read.		Photos, Text
6	Global	Utility Menu	https://www.texasmutual.com/contact/home	Contact us	Unique		Uses 7 anchor links, equally weighted, that obscure the information user is seeking. Needs prioritization and grouping per goals. Needs better information design tactics. Contact sections link to the logged in experience, to external site for First Report of Injury, to Reporting Fraud page (also available from Footer), and a page I haven't seen anywhere else called "Our Commitment to You".		Text
7	Global	Utility Menu	https://www.texasmutual.com/careers/home	Careers at Texas Mutual Insurance Company	Unique		Four paragraphs on strength of company and locations. CTA to visit jobs site. Secondary link to About us to learn more. No promotion of content in Career Left Links — the links are just there if you notice them.		Text, Illustration
9	Global	Global CTA	https://www.texasmutual.com/first-report-of-injury	Report an Injury	No	External	TMO Log in page.		Login
10	Hidden / Inline Link / Contact us, under By email, suspended fraud	see what information our investigators need for detailed information.	https://www.texasmutual.com/contact/submit	Fighting Fraud		Duplicate	Yes. This is one of the fraud links found in the footer.		
11	Contact us	Inline Link	https://www.texasmutual.com/contact/submit	Our Commitment to You	Unique / Hidden / Only seen via inline link.		This page found from an inline link on Contact us under the Complaints and service problems option. Unclear where this page lives. Noted as a DWC-required page. Outlines how to file a complaint and what actions will be taken if you do.		Text
12	Careers - In-Page Button	View Our Jobs	https://www.texasmutual.com/careers	Search for Jobs	No	External	TXM-branded 3rd party site.		
14	Careers Left Links	Benefits & compensation	https://www.texasmutual.com/careers/benefits	Careers	Unique		Two paragraphs messaging competitive pay, professional development, and commitment to wellness. List of 10 benefits.		Text
15	Careers Left Links	Great place to work	https://www.texasmutual.com/careers/life	Careers	Unique		Statement about valuing employees and commitment to service. Dead inline link that is trying to link to Community involvement. List of 9 "honors and recognition" items as proof points.		
16	Careers Left Links	View our jobs	https://www.texasmutual.com/careers	Search for Jobs	No	External	TXM-branded 3rd party site.		
18	"I need to" Links	Report an injury	https://secure.texasmutual.com/mfr/inquiry.do?operation=report	First Report of Injury	No	External	Yes: Appear on Home, Contact, Careers, About Us, and ALL Employer, Agent, Training & Education Pages Yes: Appear on Home, Contact, Careers, About Us, and ALL Employer, Agent, Training & Education Pages		TMO-branded Wizard for non-logged in reporting.
19	"I need to" Links	Find a network doctor	https://www.wlad.com/tm	TM - Provider Directory	No	External	Yes: Appear on Home, Contact, Careers, About Us, and ALL Employer, Agent, Training & Education Pages		TXM-branded 3rd party site.
20	"I need to" Links	Make a payment	https://secure.texasmutual.com/onlinepayments/employee/mfr/ge.do	Online Payment	No	External	Yes: Appear on Home, Contact, Careers, About Us, and ALL Employer, Agent, Training & Education Pages		TXM payment site.
21	"I need to" Links	Report my payroll	https://www.texasmutual.com/form/mfr/inquiry.do?operation=report	Texas Mutual Insurance Company - Workers' Compensation Insurance	No	External	Yes: Appear on Home, Contact, Careers, About Us, and ALL Employer, Agent, Training & Education Pages		TMO Log in page.
22	"I need to" Links	View safety resources	https://www.texasmutual.com/form/mfr/inquiry.do?operation=report	Texas Mutual Insurance Company - Workers' Compensation Insurance	No	External	Yes: Appear on Home, Contact, Careers, About Us, and ALL Employer, Agent, Training & Education Pages		TMO Log in page.
23	Employers Menu, Employers Left Links	Employers	https://www.texasmutual.com/employers/home	Workers' Compensation Resources for Employers		Yes: 2x	Opens with "Employer news" items — 1 on dividends (links to Dividends page in Employer section), one on Stressfree program (links externally), and a CTA to subscribe to policy holder newsletter (links to past editions on Newsletter page in Employer section). Offers a set of Quick links — Out of 9 links, 4 are "hidden pages" (not found elsewhere), 2 are external sites (unexpected) (not promoted elsewhere), and 3 "duplicate" links shown in other menus. Note that there are 2 inline links that		
25	Employers Menu	Login	https://secure.texasmutual.com/mfr/inquiry.do?operation=report	Texas Mutual Insurance Company - Workers' Compensation Insurance	No	External	TMO Log in page.		
26	Employers Menu	Report an injury	https://secure.texasmutual.com/mfr/inquiry.do?operation=report	First Report of Injury	No	External	TMO-branded Wizard for non-logged in reporting.		
27	Employers Menu	Loss run & claim detail	https://www.texasmutual.com/form/mfr/inquiry.do?operation=report	Texas Mutual Insurance Company - Workers' Compensation Insurance	No	External	TMO Log in page.		
28	Employers Menu	Interim Reporting	https://www.texasmutual.com/form/mfr/inquiry.do?operation=report	Texas Mutual Insurance Company - Workers' Compensation Insurance	No	External	TMO Log in page.		
29	Employers Menu	Dividends	https://www.texasmutual.com/employers/dividends/history	Texas Mutual's History of Paying Workers' Comp Dividends		Yes: Same as Employer Common Left Links Dividends page.	Begins with 20th anniversary / amount of dividends in 2018. Offers a good video — good messaging is trapped in this video, not leveraged in site content. Pages go on to offer text content on: Dividend basics / Qualifying for a dividend / Dividend history / Frequently asked questions for dividend recipients (logistics of collecting on dividends) / For agents: Marketing Texas Mutual's dividend program (which seems repeated) /		Video, Text, Graphics
30	Employers Menu	Employer forms	https://www.texasmutual.com/employers/forms	Workers' Comp Forms & Sample Documents for Employers		Yes: Same as Employer Common Left Links Forms page.	Introduction with links to links, report an injury, submit an Employer's Wage Statement. Table with 34 forms — some as DOC, some PDF, and some in Spanish. Followed by a list of three links to other forms from government agency sites — two "TD" links and one "OSHA" link.		



Collaborating with UX design and research, I devised a new site structure, gained alignment, and re-homed all content.

At each level of the site, I wrote and edited example content to empower the in-house team. I also proposed a path to attract and inform new customers, thereby filling a huge competitive gap!



I was especially pleased to clarify simplify all content by making it speak directly intended audiences.

Great research helped clarify what Texas Mutual policyholders care about, while also revealing what injured workers really need from Texas Mutual when it counts.

The screenshot shows the Texas Mutual website interface. At the top left is the Texas Mutual logo with the tagline 'WORKERS' COMPENSATION INSURANCE'. To the right, there are navigation links: 'Just for: Agents Health Care Providers Injured Workers'. Below this is a secondary navigation bar with 'Workers' Comp Basics', 'Just for Employers', and 'About Texas Mutual'. On the right side of this bar are a search icon, 'Contact us', and 'Login'. The main content area has a dark background with the heading 'Just For Injured Workers' and the subtext 'Our top priority is helping you recover and return to the life you love.' In the top right corner of this area is a 'Español' button. Below the main content is a horizontal menu with five items: 'Find a Doctor or Pharmacy' (with a doctor icon), 'Injured Worker Resources' (with a group of people icon), 'Injured Worker FAQs' (with a question mark icon), 'Injured Worker Forms' (with a document icon), and 'Texas Mutual Online' (with a laptop icon). The bottom section of the page has the heading 'What is workers' compensation?' followed by two paragraphs of text explaining the insurance and the role of an advocate.

TexasMutual®
WORKERS' COMPENSATION INSURANCE






Just for: [Agents](#) [Health Care Providers](#) [Injured Workers](#)

[Workers' Comp Basics](#) [Just for Employers](#) [About Texas Mutual](#) [Contact us](#) [Login](#)

Just For Injured Workers

Our top priority is helping you recover and return to the life you love.

[Español](#)

-  [Find a Doctor or Pharmacy](#)
-  [Injured Worker Resources](#)
-  [Injured Worker FAQs](#)
-  [Injured Worker Forms](#)
-  [Texas Mutual Online](#)

What is workers' compensation?

Workers' compensation insurance is purchased by employers to cover some of the costs employees and their families face when an employee is injured on the job, has an occupational disease, or is involved in a fatal workplace accident.

If your employer is covered by Texas Mutual, you have an advocate and partner to help you throughout the claim and recovery process.

Thank you!

Shelly Leyden

shelly.levden@gmail.com

(512) 460-9148

Learn more at hivashelly.com

or find Shelly on [Linked In](#).

