

Deana VanCura

UX & Content Strategy Expert

Contact

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Summary

I am a UX Content Strategist with a strong foundation in user-centered design and design thinking. My professional focus is to produce and deliver customer-centric user experience strategies, foundational content frameworks. Day one and beyond, my goal is to contribute, utilizing my strategic, writing, and customer-centric skills to a dynamic, cross-functional team.

Experience

Productive Edge / Sr. UX Strategist

DEC 2021 - FEB 2024, CHICAGO, IL (REMOTE)

Clients served: UKG, Catalyst of Wellstar, Country Financial, OWL of Qylur, Culmen International

Conducted UX analyses to understand gaps in current experiences to deliver full product experiences resulting in improved consumer experience.

Strategically supporting clients in digital-first transformations that are user-centered to a fully-digital experience and increase production adoption.

Lead strategic ux and content discovery workshops, and conduct stakeholder interviews to facilitate discussion and define problem statements for user-centered initiatives.

Perficient / Sr. Content Strategist

FEB 2018 - NOV 2021, ANN ARBOR, MI

Clients served: CSBS, Ford - FMCDDealer, Hyundai, Sealed Air, Trinity Health

Client Workshops | Lead strategic workshops to facilitate client discussions as they define their experience needs.

Content Assessment and Management | Assessed digital content current-state to recommend best practice approach for framing its future-state. Managed CMS content authors and editors to publish content on behalf of business objectives and requirements and user needs. Increased product clarity and user comprehension in content revisions for digital shopping experiences.

Conversational AI | Established conversational frameworks and messaging priorities based on audience need and product offering. Produced content and the master writing framework for conversational AI experiences and voice responses. Delivered keyword based model for brand voice content framework for MVP launched digital experience.

GTB (formerly Team Detroit) / Experience Strategist, Mobile Specialist

JUL 2015 - JAN 2018, DEARBORN, MI

Enhanced the automotive consumer journey to increase brand favorability and conversion of Ford vehicles. Consulted best practice learnings for engagement across digital devices to ensure consumers are presented with the best experience as they begin to trust and learn about Ford products.

Free2Talk LLC / UX & Content Strategist

OCT 2014 - JUN 2015, NORTHVILLE, MI

Lead all UX and UI implementations and iterations of Free2Talk. Conducted rapid prototyping tests to improve user-flows for digital applications. Established brand design digital componentry and asset library for app product and marketing website. Developed and implemented content strategy and KPI tracking plan for digital channels.

SketchUp / Digital Marketing Apprentice

MAY 2014 - AUG 2014, BOULDER, CO

Produced email campaigns for a highly targeted user-base to increase user engagement. Conducted interviews and wrote blog entries to increase brand advocacy and user engagement. Wire-framed five website pages and implemented a user-flow to improve the SketchUp purchase experience.

Education

University of Colorado / Graduate Certificate, Creative Technologies

AUG 2013 - MONTH 2014, Boulder, CO

Central Michigan University / Bachelor of Science, Journalism & Advertising Concentration

AUG 2006 - MAY 2011, Mt. Pleasant, MI

Skills & Assets Produce

Content Competitive Analysis, Consumer Journey Mapping, Content Strategy, Content Audit, Content Framework, Content Taxonomy Frameworking, Content Design & Creation, Copywriting, Content Mapping, Content Templating, Conversational UX Content Strategy, CX Strategy, Digital Strategy, Experience Briefs, Messaging Frameworks and Strategy, Rapid Sketching & Prototyping, UX Design Research, UX Heuristic Audit, UX Strategy, UX Workshops