mikinzie stuart
HUMAN-CENTERED CONTENT DESIGNER

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I design language that creates connection.

skills

UX Writing/ Design
Content Strategy
Tone of Voice
Messaging
Brainstorming
Brand Identity
Conversational UI
User Research
A/B Testing
Localization
Accessibility
Leadership

tools

Figma
Sketch
Google Suite
Lark

values

Empathy
Curiosity
Collaboration
Transparency
Strategic Thinking
Mentorship

education

Ferris State University
Technical Writing

experience

TikTok
Senior Content Designer · Los Angeles · Oct '21 - Present
Team lead on TikTok's Creator Monetization vertical working cross-functionally to create and optimize app experiences and features. Additionally, I'm helping grow our burgeoning discipline by creating new department resources, standardizing processes, planning teambuilding events, and mentoring other content designers. I was recently awarded for going above and beyond my role.

Pivot Design
Associate Director of Content · Chicago · Aug '20 - Sep '21
Leading brand identity and content design for web.

IA Collaborative
Principal Content Designer · Chicago · May '18 - Aug '20
Hired as the first Content Designer working with cross-functional teams on end-to-end projects: from brand creation to digital products (web, app, chat).

Digitas
Senior Digital Copywriter · Chicago · Oct '17 - May '18
Created digital advertising campaigns for Whirlpool.

R/GA
Senior UX Writer · Chicago · March '16 - Oct '17
Led the content strategy and writing of the first mobile chatbot in the hospitality industry for The Cosmopolitan of Las Vegas.

Weber Shandwick
Digital Copywriter · Chicago · May '12 - March '16
Crafted digital strategies and content, including an award-winning browser app for Honeymaid.

Peppercomm
Social Media Strategist · NYC · Feb '11 - Apr '12

Shift Communications
Account Coordinator · NYC · May '10 - Feb '11