

Scott Sammons

Content Designer and UX Strategist

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I'm a curious, creative, empathetic writer-explorer. I dive headlong into challenges. I enable user and company goals with concise and conversational user-focused product writing. I facilitate a two-way conversation between the user and the business.

Tools and skills

- Figma | Jira | Confluence | Zeplin | Mural | Overflow | MS Office | Google Workplace | Slack | box | Wrike | agility | SendGrid
- Design processes | strategy | microcopy | tooltips | error messages | empty states | email | web copy | research | data | style guides

Experience

Allstate Insurance (contract), Seattle, WA

Content Designer

Sept 2023—Dec 2023; Sept 2022—April 2023

- Delivered content for customer service user flows, working in an Agile framework, collaborating with UX designers, researchers, legal, technology, and engineering.
- Worked directly in Figma and Mural applying design thinking for an effective design process.
- Collaborated to design a new internal chat experience with potential savings of \$1MM.
- Delivered updated auto policy product flows resulting in an improved quote retrieval process, allowing 3 times more customers to successfully retrieve their quote compared to previous versions, which increased policy purchase rates. Once a customer receives a price they are more likely to complete the purchase.
- Led the UX Team as it transitioned from multiple design programs to Figma.

[Scott Sammons Creative](#) - Freelance

August 2019—Present

Principal UX Writer and Strategist

- **NuCash:** UX Content Strategist and UX/UI writer for neobanking app, focused on launch, onboarding, promos, error messages, and instructional materials. Teamed with designers using Figma and Confluence.
- **Shado Design:** UX Content strategist, brand strategist, content tester, and lead writer for design website launch.
 - Qualitative testing provided direction for navigation updates and confirmed choices and assumptions.
 - Wrote a short style guide for future site management.

Bridge Partners, Seattle, WA

Manager, Partner Marketing Content and Strategy

Oct 2021—July 2022

- Managed strategy, creation, and delivery of partner content for AWS Partners, collaborating with a team of writers, designers, and project managers.

Sr. Consultant and Writer, AWS Partner Network

April 2020—Oct 2021

- Delivered content design and writing for the AWS Partner Network across verticals and technical competencies, adhering to AWS style guides to develop long form, short form, and social copy.
- Conducted discovery interviews with Partner and customer subject matter experts (SMEs) for content creation.
- Worked with complex, cross-functional technology organizations.

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Microsoft (contract), Seattle, WA

April 2019—July 2019

Sr. Copywriter

- Wrote web and email copy, adhering to Microsoft style guide, supporting Business Applications.
- Organized, created, and executed monthly user tests, interpreting results for insights into best practices for copywriting.
- Wrote SEO for asset pages, including page title, description, and keywords.

Puget Sound Energy, Bellevue, WA

March 2016—April 2019

Marketing and Digital Writer

- Wrote and edited energy efficiency and corporate content for print, web, and email maintaining PSE voice, brand, and design using AP and internal style guides.
- Contributed UX writing for the launch of a new online rebate processing tool collaborating with front-end designers. 85% of all rebates filed used the online tool 1 year into launch.
- Wrote and executed promotional email campaigns driving energy efficiency programs. Achieved a 27% open-rate, and a 2.2% click-rate.
- Performed A/B testing on email content in SendGrid platform for content performance and future choices; strategically segmented customer lists for maximum engagement.
- Project managed energy efficiency content audit and updates, collaborating with SME content providers, successfully migrating pse.com to new SiteCore CMS.

Communications Program Manager, Damage Prevention

November 2010—March 2016

- Managed the federally required *Call Before You Dig* safety program, communicating and presenting safety practices around PSE gas and electric facilities to a wide audience of users.
- Developed metrics and targets to define and control program outcomes, analyzed damage data to improve target messaging and reduce damages.
- Outlined pilot program for damage prevention field personnel to visit contractors on-site; pilot lowered damages 30% in the first 3 months and is now a full-time program.
- Proposed and successfully changed Washington state dig law, strengthening its enforcement and public safety as a member of the Washington Dig Law Safety Committee.

Education

School of Visual Concepts, Seattle, WA

UX Writing
Copywriting

Westmont College, Santa Barbara, CA

Bachelor of Arts, English (Concentration in Writing)

Portfolio www.scottsammons.com