

## DAVID HERBENER - SENIOR CONTENT DESIGNER

### PROFESSIONAL SUMMARY

Meticulous Sr. Content Designer who excels working independently and collaboratively across teams. Expert in content design, information architecture, and technical writing. Familiar with all style guides and Figma, ZenDesk, Adobe, InDesign, Axure, and other design programs. Motivated self-starter with nearly a decade of experience editing, proofreading, and writing exceptional content.

### SKILLS

- Content design
- Information architecture
- Brand messaging
- Content development
- Digital publishing
- Project management
- SAAS design
- Technical writing
- Copywriting
- Editing proficiency
- Content strategy

### WORK HISTORY

#### SR. CONTENT DESIGNER 2023 to 2024

**Elevance Health**, Remote

- **Supported Taxonomy and Information Architecture:** Collaborated with cross-functional teams to develop and maintain a cohesive information architecture across 500+ websites and microsites. Ensured content was logically organized and aligned with user needs and business goals.
- **Content Strategy and Structure:** Designed content frameworks that improved navigation and UX, ensuring consistency across multiple brands and markets.
- **User-Centered Design:** Worked closely with UX/UI designers to create intuitive content structures that enhanced the overall user experience.

#### SR. CONTENT DESIGNER 2022 to 2023

**Charter Communications**, Denver, CO

- **Information Architecture Leadership:** Supported the development of intuitive information architecture for ISP software, ensuring logical content organization and seamless user navigation.
- **Content Structure Optimization:** Collaborated across multiple teams to improve content hierarchies and taxonomies, enhancing usability on multiple product lines.
- **Style Guide & Standards:** Enhanced the Style Guide and content standards, aligning them with IA principles to maintain consistency across digital platforms.
- **User-Centered Design:** Led design-first content initiatives, ensuring content structures aligned with user needs and business goals.
- **Mentorship & Collaboration:** Mentored Associate Content Designers and worked with multidisciplinary teams to deliver user-focused solutions.

## **CONTENT DESIGNER 2021 to 2022**

**Workiva**, Denver, CO (mostly remote)

- **In-App Content Creation:** Wrote and maintained in-app content for financial solutions software, ensuring clarity and usability for end-users.
- **Documentation Improvement:** Rewrote and enhanced existing instruction literature, simplifying complex financial workflows with clear and precise content.
- **Microcopy Development:** Created user-friendly microcopy for financial software, improving user interaction and engagement.
- **Content Repository Initiative:** Spearheaded the development of an in-app content repository, organizing and centralizing help content for easier access and maintenance.

## **CONTENT DESIGNER 2019 to 2021**

**Vertafore**, Denver, CO

- **Product Copywriting:** Wrote copy for 4 newly released products, a CMS in development, and legacy programs, ensuring alignment with brand goals.
- **Microcopy & Usability:** Created user-friendly microcopy and reorganized content to improve usability for insurance software.
- **Style & Tone Guide:** Developed a style and tone guide to standardize content across platforms and products.
- **UX Collaboration:** Collaborated with UX teams to wireframe features, ensuring content aligned with design and functionality.

## **TECHNICAL WRITER 2018 to 2019**

**Vertafore**, Denver, CO

- **Documentation Management:** Managed documentation for 10+ products, updating help articles and release information to reflect product changes.
- **Stylistic Realignment:** Realigned technical documents to meet updated guidelines, ensuring consistency and clarity.
- **Knowledge Management:** Documented technical workflows in a private wiki, streamlining onboarding for new employees.

## **TECHNICAL WRITER 2016 to 2018**

**Frontier Airlines**, Denver, CO

- **Aerospace Documentation:** Managed and published FAA-compliant manuals and forms, ensuring regulatory compliance.
- **Writing Standards:** Developed and maintained writing standards in SharePoint, improving onboarding and consistency.
- **Safety Procedures:** Wrote and implemented safety manuals for all roles, from mechanics to pilots, ensuring organizational safety.

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## **EDUCATION**

**South Dakota State University**, Brookings, SD  
**Master of Arts**, English | **Bachelor of Arts**, English

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