Sarah Fierman

A UX professional with over 9 years of experience across writing, research, content strategy, and design roles.

Experience

HubSpot | Senior Content Designer
Dec 2020 - Jan 2024

- **Defined end-to-end content strategy and wrote copy for a new suite of data quality tools**, meeting tight deadlines for Inbound 2022.
- **Increased usage of an automation tool by 174%** through content usability testing.
- Led discovery to improve product-wide navigation and information architecture. **Created strategies that were added to the roadmap on four teams across the company**.
- **Established the content design practice across multiple teams** in the Automation and Data Operations product groups. Built cross-functional partnerships and introduced content patterns and principles.

Mailchimp | Content Strategist to Senior Content Strategist
Jan 2019 - Dec 2020

- **Created a successful governance strategy for 570+ help articles and 50+ tutorial videos** on YouTube so content could scale.
- Designed a custom dashboard to bring visibility to data on help content. **Increased customer satisfaction scores** while maintaining self-serve rates above industry standards.
- **Advised a team of 11 technical writers and video producers.**
- **Sat on a committee to develop the Mailchimp Content Style Guide** through a brand redesign and voice and tone updates.

Mailchimp | Technical Writer
Mar 2017 - Jan 2019

- Wrote content for mailchimp.com/help, including help articles and scripts for videos. Edited contributions from peer writers and coordinated with cross-functional product teams.
- **Wrote UX copy for the web-based and mobile (iOS and Android) apps across multiple teams.**

Dorris and Associates International | Research Assistant
Feb 2015 - Mar 2017

- Edited and proofread product manuals for automotive and industrial equipment.
- **Conducted subject-specific research related to human factors** and safety.

Education

Auburn University
B.A. in English Literature, minor in Art History
2007-2011

Expertise

- Content strategy
- UX writing
- Design & systems thinking
- Information architecture
- Research & analysis

Tools

- Figma, FigJam, Miro
- JIRA, GitHub, Asana
- Amplitude, UserTesting, Measuring U

Skill set

- Content / taxonomy auditing
- Style guides & pattern guidance
- Leading workshops
- Wire framing & prototyping
- Stakeholder management

Contact

sarahfierman@gmail.com
www.sarahfierman.com
Greater Chattanooga, GA (US)