

Suzanne Brawley

UX CONTENT STRATEGIST & DESIGNER

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Summary

Senior-level content strategist with 10+ years of experience in designing and delivering employee enablement programs, internal communication campaigns, and user research insights for IT, HR, REWS, Product Design, Marketing, and Sales organizations. Specialized in crafting omnichannel messaging at global scale and building information architectures for intranets. Combines a background in technical communications and mastery of user experience principles to spearhead solutions that empower end user success and enhance business initiatives.

Skills

Content Strategy • information architecture, content auditing & governance, style guidelines, SEO, analytics & measurement

Internal Communication • intranet design, community management, change enablement, strategic messaging, multimedia development

Technical Writing • documentation, single-source authoring, copyediting, diagramming, knowledge management, SME collaboration

UX Design • wireframing, prototyping, journey mapping, persona development, design systems, accessibility, design thinking

User Research • usability testing, qualitative & quantitative methods, data analysis & synthesis, ideation workshoping

LX Design • curriculum development, needs assessment, learning pathways, gamification, storytelling, training facilitation

Project Management • scoping, planning, timeline estimation, cross-functional coordination, process optimization

Tools • Adobe CC (*Illustrator, Photoshop*), Atlassian (*Confluence, Jira*), Canva, Figma, Generative AI (*ChatGPT, Claude Code, Firefly, Gemini*), Google Analytics, Google Workspace (*Docs, Drive, Sheets, Slides, Sites*), HTML5/CSS3, Linear, Lucidchart, Microsoft 365 (*Excel, OneDrive, PowerPoint, SharePoint, Word*), Qualtrics, ServiceNow, Slack, SurveyMonkey, TechSmith (*Camtasia, SnagIt*)

Experience

Change Enablement & Adoption, Senior Analyst

Salesforce (*acquired Informatica*) • Austin, TX, US • March 2026 - present

- Contributing to a 4-month change enablement campaign through targeted weekly communications and development of a centralized hub for resources to support the IT organization's transition to a new work management platform.
- Devised and executed a 6-month sunset plan to smoothly retire the acquired company's internal community platform. Involved stakeholder communications, dedicated user support, and coordination with the vendor and IT teams.

Senior End User Experience Analyst

Informatica • Austin, TX, US • January 2023 - February 2026

- Revamped the internal community platform by identifying usability issues with a heuristic analysis and ongoing user interviews over 2 years. Major design iterations involved navigation and architecture overhauls, a full HTML/CSS theme redesign, automations with Python/SQL scripting, and deployment of GenAI features. Resulted in optimized usability and modernized functionality.
- Developed enablement content to support employees through major organizational changes involving enterprise rollouts of EPM, WAF, MAM, and DLP technologies for ISO 27001 certification. Involved over 30 email announcements, 10 KB articles, 6 community posts, 2 virtual training sessions, and multiple UI customizations and microcopy drafts over an 8-month period.
- Increased year-over-year registrations by 188% and attendance by 131% after inheriting an internal monthly webinar series by using survey insights to curate and develop curriculum for high-interest topics, including 4 sessions to support AI tool adoption.
- Co-created 6 "Customer Zero" case study presentations in collaboration with IT and Sales leadership that supported external customer acquisition objectives for 2 Informatica World public events.
- Standardized team governance models, content guidelines, editorial standards, and responsibility assignment matrices within 6 months of employment that eliminated redundancies and increased team publishing output and quality.
- Led 4 junior-level End User Experience Analysts across 12+ content development and experience design projects. Involved scoping cross-functional requirements, creating project plans and timelines, and ensuring on-time delivery.

Lead Learning & Development Specialist

EPAM • Austin, TX, US • May 2021 - December 2022

- Developed 2 eLearning modules for the client's digital building ontology in close collaboration with the subject-matter experts behind its creation and application. Resulted in 16 lessons that are still in use for new technicians 4 years after their release.
- Led a remote team of 3 junior-level L&D Specialists across 5+ projects by scoping learning objectives, prioritizing roadmaps, co-establishing quality review standards, and mentoring on content strategy and user experience design best practices.

End User Experience Analyst

Informatica • Austin, TX, US • July 2018 - April 2021

- Designed IT's new hire onboarding content in close partnership with HR to support all new employees in adopting and using the company's technology. Cross-channel touchpoints ranged across their pre-onboarding, day one, and first month experiences.
- Established the content framework for IT's quarterly release deployments to Windows and macOS systems by defining the editorial calendar, designing reusable templates for multiple content formats, and refining the system UI microcopy.
- Created 10 tutorial videos to supplement IT's KB articles about the company's custom environments and homegrown tools.

Design Researcher

Techtronic Industries • Anderson, SC, US • January 2016 - July 2017

- Co-established an in-house user research panel by actively recruiting, screening, and engaging with existing customers and previous research participants. Resulted in rapid recruitment and completion of 70+ research studies with insights that influenced product design, documentation, and marketing.
- Led an 18-month long ethnographic study to observe tradesmen power tool usage on a construction site. Resulted in weekly field visits, cross-functional ideation workshops, and increased appreciation for user research among non-researcher stakeholders.
- Conducted a content testing market study to test verbal and visual messaging of a commercial over 3 stages of fidelity. Resulted in iterative feedback, messaging refinement, and final validation of the target customer's response.
- Developed 3 user personas of reel mower users after conducting user interviews and a content analysis. Used by product, design, and sales teams to better understand an untapped market and make key decisions about a new product line.

Additional Experience

Digital Marketing Specialist • Chumney & Associates • Greenville, SC, US

Public Information Associate • Clemson University • Clemson, SC, US

Education

Master of Arts in Professional Communication

Clemson University • Clemson, SC, US

Bachelor of Arts in English with Distinction in English

University of South Carolina • Columbia, SC, US

Certification

UX Master Certified

Nielsen Norman Group (NN/g) • UXC#1029482

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