

Kate Muir

UX Content Designer & Strategist | Information Architect

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Summary

7+ years of experience in UX writing, information architecture, design systems, and content operations across civic tech, SaaS, healthcare, AI-powered services, and education. My content frameworks improve accessibility, usability, and increase engagement at scale.

Experience

UX Content Design & Strategy Consultant - FREELANCE, Aug 2025–Present

Client: Horizons National (Education) - May 2026–Present

- Auditing affiliate websites to identify content, information architecture, and messaging inconsistencies
- Developing a scalable website standards guide defining page-level content requirements, terminology, voice and tone, accessibility, and content governance best practices.
- Creating reusable content templates, editorial checklists, and example copy to help affiliates maintain brand consistency
- Establishing terminology and language standards aligned with Horizons' brand, education equity mission, and content design principles
- Optimizing video and written tutorials on how affiliates can use AI to check content alignment against pre-established standards for website content

Senior Content Designer - FEARLESS (Software; Civic Tech), Apr 2024–Aug 2025 (1.5 yrs)

Client: New Jersey State Office of Innovation (NJ OOI) - Content Design Lead

- Led content design and strategy on the Tiger Team to modernize the NJ OOI website and streamline small business set up by 30% for 200k+ users
- Researched and rewrote regulatory content for 10+ permit tasks covering ~270K annual submissions. Reduced user form errors by 20% through clearer instructions
- Interviewed agency SMEs to gather permitting requirements
- Regularly engaged in QA reviews with other content and design team members
- Designed content structures for complex regulatory flows, improving how information is parsed and surfaced in AI-generated responses
- Authored trucking/logistics UX research plan and mapped workflows in Netlify to align APIs, IA, and content

Client: Exelon - Senior Content Strategist

- Audited 6 New Business forms via content heuristic evaluation, identifying 43% of non-user friendly content to be retired or consolidated
- Delivered IA redesign and taxonomy updates across account types and landing pages, reducing user task time by 18% in prototype testing
- Developed a taxonomy and style guide for seamless stakeholder handoff

Client: cloud.gov (GSA) - Technical Content Designer

- Prepared a 17-page style guide, ARP data dictionary (200+ terms), and 37-page release plan, improving clarity and compliance
- Applied GenAI prompt engineering to accelerate term definition creation, reducing manual documentation time by 50% (200+ entries completed in half the projected timeline)
- Standardized networking diagram content to meet 508 accessibility standards

Client: Federal Maritime Commission (FMC) - Web Content Specialist

- Audited 120+ web pages for clarity, accessibility (Plain Language Act), and consistent styling
- Applied GenAI prompt engineering to produce alt text for 80+ commissioner photos and delivered a plain language style guide

Conversation Designer, AI Specialist - GOOGLE (AI), Jan 2024–Apr 2024 (4 mos)

- Enhanced LLM accuracy by auditing, rewriting, and standardizing content against UX and policy benchmarks
- Assessed and iterated on LLM-generated content to improve how information is interpreted, structured, and surfaced in AI-driven answer experiences
- Produced content summaries improving interpretation of user intent and linguistic quality
- Trained and QA-reviewed junior team output, raising team efficiency and consistency

Content Designer - OPPIA FOUNDATION (Education; SaaS), Apr 2023–Apr 2024 (1 yr)

- Raised learner grades 69% by redesigning practice sessions with accessible IA and engaging, gamified copy
- Established localization-friendly language standards across 3 dashboards (Learner, Creator, Contributor)
- Updated the Oppia content style guide with accessibility, inclusivity, UX writing research methods, and taxonomy sections
- Mentored 4 junior content designers

UX Writer, Founding - CEREBRAL (Health tech; SaaS), Oct 2021–Apr 2023 (1.7 yrs)

- Founded the Cerebral content design/ux writing practice
- Boosted user self-assessment completion 2.5× (9% → 23%) and cut support volume by 93% (6% → 0.4%) through use of intentional, thoroughly researched language
- Authored and socialized a company-wide content style guide that resulted in 100% adoption across all channels
- Added a component library of reusable microcopy to the team's design system, accelerating design delivery
- Worked cross-functionally with clinical, product, design, eng, and marketing teams to optimize onboarding flows from an IA and voice and tone perspective
- Wrote and clarified error states for 50+ insurance errors
- Interviewed and surveyed mental health users preferred tone and terminology, increasing likelihood of end-to-end onboarding by 76% (33% → 58%)

Tools and Skills

Taxonomy, Information Architecture (IA), Figma, FigJam, InVision, Sketch, Miro, Jira, Confluence, Contentful, Netlify, Drupal, Airtable, Ditto, Asana, Lucid, UsabilityHub, Maze, dscout, Mural, Slack, GitHub, WordPress, Wix, SEO, GEO, HTML, Section 508, WCAG, AEM, Microsoft 365 (Word, PowerPoint), Google Workspace (Docs, Sheets, Slides), Google Analytics 4, Notion, Canva, Prompt engineering, AI LLM tools (ChatGPT, Claude, Gemini, Perplexity)

Education

California State University, Long Beach
B.A. in Psychology, 2021