

Rebecca Evans | Lead UX Content Designer

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Summary

Lead UX Content Designer with experience:

- Delivering useful, usable, and compliant products for digital banking and financial services.
- Partnering with product, research, legal, risk, and engineering teams.
- Defining content standards and scaling content systems across teams.
- Advocating for content-first design strategies, digital accessibility, intuitive information architecture, and human-centered AI.

Core skills

- Content design
- UX writing
- Content strategy
- Information architecture
- Digital accessibility (WCAG 2.2 AA)
- Design systems
- Content standards and governance
- Content audits
- Regulatory compliance
- Figma
- Cross-functional collaboration
- Human-centered AI
- SaaS financial products • Agile • Jira

Experience

UX Content Strategist | First Citizens Bank — User Experience Design | May 2024–Present

- Leads UX content strategy and writing for B2B and B2C banking experiences in both commercial and consumer spaces
- Partners with product design, development, and other stakeholders to deliver clear, accurate, and on-brand content
- Creates and refines content to reduce user friction and support task completion
- Establishes and applies content standards to improve consistency across user journeys
- Writes and iterate directly in Figma and Axure, collaborating with designers in real time
- Facilitates content reviews and working sessions to align stakeholders and speed approvals
- Improves accessibility and readability by adhering to WC3 standards and plain-writing best practices

Lead UX Content Designer | Wells Fargo — Digital Experience Design | October 2017–Jun 2023

- Led content design and UX writing for B2C digital experiences
- Worked cross-functionally with product, design, engineering, legal, and compliance partners
- Developed and scaled content standards, improving consistency across teams and channels
- Facilitated workshops and trainings that enabled designers and product teams to embed content practices into product development
- Ran weekly content reviews, which aligned designers and reduced rework during final review cycles
- Hired, onboarded, and mentored a team of senior content designers

UX Content Strategist | LPL Financial — Digital Design (Contract: TEKsystems) | Oct 2019–Apr 2020

- Conducted content audits across web experiences, documenting gaps, redundancies, and opportunities along with prioritized recommendations
- Applied plain-language and accessibility best practices to write new and revise existing UX copy
- Created internal writing guidelines to improve consistency and reduce ad hoc decisions
- Coordinated with external partners during CMS implementation to support content migration and governance

Technical Writer | Zap Consulting — Consumer & Commercial Electronics | Aug 2016–Oct 2017

- Analyzed incoming field technician data and conducted research to validate findings and clarify

root causes

- Authored technical reports with recommendations for client action while ensuring accuracy and clarity for non-technical readers
- Designed procedural job aids and instructional materials to support internal teams and customer communication
- Built and maintained internal research databases to speed analysis and improve consistency

Education

Certificate, UX/UI for AI-Driven Products — Stanford University (Global Alumni)

Training course, IAAP WAS Certification — Deque Systems

Bachelor of Arts, Anthropology — University of North Carolina at Charlotte

Post-baccalaureate coursework — University of North Carolina at Charlotte

UX design, technical writing, technical editing, rhetoric, grant writing, human resource management, I/O psychology