CHELSY ALBERTSON

SENIOR UX CONTENT DESIGNER

chelsyalbertson@gmail.com | www.chelsyalbertson.com | Boulder, CO

PROFESSIONAL SUMMARY

UX Content Designer with 15+ years of combined experience spanning content strategy, UX writing, and research across education, startup, and small-business environments. Background bridges formal training in communications and language/education (MA Communications; MEd TESOL) with hands-on UX practice, giving a rare depth of skill in crafting clear, accessible, user-centered content. Experienced writing and managing content systems for large institutional audiences, redesigning content-heavy e-commerce and product experiences, and translating research insight directly into content and voice decisions. Comfortable owning content end-to-end — from research and strategy through writing, UI copy, and stakeholder presentation — on agile, cross-functional teams. Bilingual (English/Spanish) with a strong foundation in accessible, inclusive content practices.

CORE COMPETENCIES

Content Design & Strategy: UX Writing, Content Strategy, Voice & Tone, Content Systems & Governance, Information Architecture, Microcopy & UI Copy

Research & Validation: Usability Testing, Content/Competitive Audits, Card Sorting, Tree Testing, Surveys, Research Synthesis

Collaboration & Process: Agile/Scrum Methodology, Cross-Functional Collaboration, Stakeholder Presentation, Project Management

Accessibility & Inclusion: Digital Accessibility Best Practices, Plain-Language Writing, Inclusive Content Design

Languages: Bilingual — English & Spanish

TOOLS & PLATFORMS

Figma, Optimal Workshop, Sketch, InDesign, Canva, Miro, Mural, Adalo, Qualtrics, Tableau, Google Analytics 4, Jira, Confluence, CMS platforms

PROFESSIONAL EXPERIENCE

Senior UX Content Designer & Researcher | University of Colorado – Boulder *2023 – Present*

- Own content design for the student portal and university-wide digital properties, writing and managing copy used by a large, diverse student population.
- Develop and maintain consistent voice, tone, and terminology across student-facing tools, working within an established institutional content system.
- Design and run usability studies, surveys, card sorts, and tree tests to validate content structure, navigation, and terminology before and after launch.
- Create, refine, and present content-driven designs and prototypes in Figma to cross-functional partners and university stakeholders.
- Partner with an agile team of engineers, designers, and content strategists to ship content and design updates on a recurring release cycle.
- Apply plain-language and accessibility best practices to make complex university processes easier for students to understand and complete.

UX Designer & Content Designer (Independent Practice) | Freelance *2010 – Present*

- Provide independent UX content design and strategy consulting to small businesses across industries.
- Audit existing websites and content, identifying gaps in clarity, structure, and accessibility, and delivering prioritized recommendations.
- Write user-centered copy that educates, informs, and guides users through key tasks and decisions.
- Implement digital accessibility best practices to improve content usability for all users.

- Gather and synthesize user feedback through interviews and surveys to define client content requirements and success metrics.
- Sustained a long-running independent content practice alongside full-time UX roles, reflecting deep, varied experience across industries and content types.

UX Researcher & Designer | Jumpsuit *2022 – 2024*

- Led an e-commerce website redesign in Figma for robertallenhg.com, rewriting and restructuring product and navigational content alongside visual design.
- Conducted usability studies for getspruce.com, identifying where unclear content and labeling created friction, and rewriting copy to resolve it.
- Performed competitive and content audits for behavr.com to benchmark tone, structure, and messaging patterns against industry standards.
- Partnered with product, design, and engineering stakeholders across multiple client engagements to ensure content decisions aligned with business goals.
- Presented content and design recommendations directly to client stakeholders, translating research findings into concrete copy changes.

UX Researcher & Designer | Muud *2022 – 2023*

- Wrote and designed all in-app content and UI copy for a pre-launch mobile application, shaping onboarding, navigation, and instructional text.
- Built and rapidly iterated the application and its content in the no-code platform Adalo to support fast testing cycles ahead of development.
- Planned and conducted usability testing interviews with target users, using findings to refine content clarity and task flow.
- Collaborated closely with startup leadership to align content and UX decisions with product strategy under tight timelines.

UX Researcher & Designer | FleetOps *2021 – 2022*

- Wrote and designed the company website in Figma, aligning content and visual design with brand voice and usability standards.
- Led UX research — including interviews, surveys, and insight synthesis — to inform content and product design decisions.
- Owned the complete application design lifecycle from concept through final UI, including all in-product copy.
- Served as the primary UX and content resource for the organization, balancing research, writing, and stakeholder communication.

EDUCATION

Master of Arts, Communications — Purdue University, 2021

Master of Education, TESOL — Grand Canyon University, 2011

Bachelor of Arts, Spanish — Ball State University, 2008

CERTIFICATIONS

UX Design Certificate — Google (Coursera), 2021

AI Professional Certificate — Google (Coursera), 2026