

# Utilizing AI in Daily Content Design

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A Case Study  
by Chelsy Albertson

# Project Overview



The product:

A Human Resources website displaying information about how a student can change their name at a university



Project duration:

November 2025 - ongoing

# Central Question



How do we inform students that we are working on an improved experience around how to change their names in university systems?

# Project Overview



My role:

UX Content Designer



Methods:

UX Content Audit across  
multiple sites

UX Design in Figma



Responsibilities:

Capture & analyze current state of HR site

Conduct comparative analysis of similar  
sites' information architecture

Create an “information callout” that informs  
students about the ongoing project to  
improve name change

# Hurdles



Every university department's site is formatted differently across the university



Some campus departments feel protective of the content on their sites and don't want a UX team "tampering" with it

# Solution Approaches to Hurdles



Create a simple approach to the information callout content that will keep students informed and will fit on all university sites' formats.



Build a relationship of trust and open communication with campus departments that are hesitant of my UX team making changes to their content.

# AI's Role



I wrote an information callout that balanced user needs and my supervisor's content suggestions. After I created it in Figma, I realized it was too long and wordy to meet the users' need of being informed with concise information.

## How does changing a name work at CU Boulder?

Your name is a part of your identity. How your name is used plays an important role in creating a welcoming and inclusive employee experience. Your preferred name and legal name are displayed on several digital platforms and IT systems across CU's campus. Those systems vary depending on your role as faculty, staff, student, student employee, or any combination of those roles. In addition, some data is sent beyond CU to benefits and retirement providers. Unfortunately, this means that there isn't one easy place to change a name and ensure the update is in place everywhere.



## What's happening now with the name change process and how do I get support?

A cross-campus effort is currently in progress to improve the name change process at CU Boulder! In addition to information on name change from Human Resources, check out:

- Office of the Registrar's [Preferred Name](#) and [Legal Name](#)
- Office of Information Technology (OIT) [IdentiKey Manager Help Page](#)
- Center for Cultural Connections & Community [LGBTQ+ Preferred Name](#) and [LGBTQ+ Legal Name](#) Resources

## How is your experience with the name change process at CU Boulder?

[Give us your feedback](#) so we can continue to improve CU Boulder's name change process.

# AI's Role



I ran my content through our university-approved AI tool, Copilot, to help me keep the important information I had, but to make it more concise. I prompted Copilot to maintain a professional tone, keep the resource links, but shorten the rest. The result was efficient and effective.

## **Name Changes at CU Boulder**

Changing your name at CU Boulder depends on your role (student, staff, faculty, etc.) and affects multiple systems—some even outside CU (e.g., benefits providers). There's no single place to update your name across all platforms.



## **Support & Resources**

CU Boulder is working to improve the process. For help, visit:

- [Office of the Registrar: Preferred & Legal Name](#)
- [OIT IdentiKey Manager Help](#)
- [Center for Cultural Connections & Community: LGBTQ+ Name Resources](#)

## **Share Your Experience**

Help CU Boulder improve the name change process by [providing feedback](#).

# Result



With my own original content, and the help of AI, I created an information callout that was easy to read, quick to digest, and a good fit for any university site's format.

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The End

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