

A N N E T T E R A A B

CONTACT

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Minneapolis, MN

CERTIFICATIONS

Voice Interaction Design
Digital Assistant Academy
In Progress

Chatbot Writing & Design
UX Writers Collective
In Progress

User Experience Design
Prime Digital Academy
Minneapolis, MN
2017 - 2018

Usability Analyst
Human Factors International
License 2017 – 6409

EDUCATION

**Master of Science
Technical Communication**
Metropolitan State University
St. Paul, MN
2009 - 2016

**Bachelor of Arts
French Language & Literature**
Lawrence University
Appleton, WI

EXPERIENCE

UX Designer, Conversation Design | November 2021 - Present
The Home Depot | Remote - Atlanta, GA

Designing user-centric conversational experiences for IVR and messaging bots connected to the Home Depot contact center:

Conversational AI Persona

Planned and led creation of bot personality for all conversational AI channels

- Uncovered customer service context by interviewing contact center associates to gain insights on customer needs and how associates respond to them
- Based on interview findings, facilitated stakeholder workshops to co-design and define persona traits and behaviors
- Created AI persona guidelines and established office hours to review designs and advise designers on voice, tone and content
- Demonstrated design thought leadership evangelizing persona to leaders in brand and marketing

Returns Discovery and Design

- Selected to work on enterprise-level effort to understand business goals, discover pain points and elevate customer returns experience
- Planned and executed discovery research including store and contact center associate interviews and surveys
- Identified HomeDepot.com>Returns page as needing significant redesign
- Designed IVR conversational flow to answer top customer questions related to returns, resulting in significant customer uptake and containment
- Assessed external agency consultants' discovery and design recommendations

Pro Xtra Customer Greeting Design

- Identified opportunity to drive customer loyalty based on business priorities
- Wrote targeted greeting content for Pro Xtra customers by spending tier
- Consulted with engineers on technical feasibility and placement of message

Curbside Pickup Discovery

- Collaborated with data science on IVR utterance data to find potential gap related to curbside experience at Home Depot stores
- Creating journey map of customer touchpoints, identifying partners to work with to improve the customer experience, and creating sample dialogues for IVR

Content Designer - Consultant | July 2021 - November 2021

Wells Fargo | Remote - San Francisco, CA

Drove a customer journey approach for Wells Fargo commercial banking clients:

CEO (Commercial Electronic Office) portal refresh

- Content design and strategy for discovery and exploration sprints to reimagine the customer experience for commercial banking dashboard
- Created task-focused content including microcopy, navigation labels, in-flow and error messages, and instructional and help content

Experience Writer | Eagan, MN | July 2019 - July 2021

Best Buy

Member of Services UX team creating omnichannel customer service experiences:

- Designed, wrote, tested and iterated content to create user-friendly products
- Content writing and strategy across the customer journey: transactional emails, e-commerce site, chatbots, SMS and push notifications and IVR scripts

Chatbot FAQs Launch

- Applied voice and tone to different contexts to convey chatbot personality
- Gathered and wrote concise content to answer customer questions
- Collaborated with team and [24]7.ai consultant to understand entities and IA of intents and responses; added content to [24]7.ai platform

A N N E T T E R A A B

ASSOCIATIONS

WiV

Women in Voice Design
Selected as 2023 mentor

UXPA - MN

User Experience
Professionals Association
Minnesota Chapter

UX Mentor

Prime Digital Academy

TECHNOLOGY

[24]7.ai
Axure
Dialogflow
Figma
InVision
Jira
Miro
Sketch
UserTesting
UserZoom
Voiceflow

SKILLS & KNOWLEDGE

Artificial intelligence
Card sorting
Chat/voice scripts
Content auditing
Content design
Content strategy
Conversation design
Competitive research
Ecosystem mapping
Heuristic analysis
Information architecture
Prototyping
Service blueprints
Stakeholder interviews
Usability testing
User journey mapping
User personas
UX writing
Wireframing

EXPERIENCE

Experience Writer, Best Buy – Continued

Redesign of purchase flow

- Drove a content-first approach during intensive design sprints to transform the experience into a human conversation with customers
- Wrote simplified interface copy and replaced jargon with customer-friendly terms

Curbside pickup experience

- Content for features to enhance user experience including communicating wait times at the store and a trip planner based on store traffic
- Contributed to expedited national roll-out of curbside pickup experience to safely serve our customers and maintain revenue during the 2020 pandemic

UX Content Strategist - Consultant | Eagan, MN | Feb. 2019 - July 2019 Thomson Reuters

Writing, editing and content strategy to drive adoption of tax and legal solutions:

- Consulted with stakeholders to understand business goals and find customer-focused solutions
- Assessed web content and provided editorial guidance to marketing partners on brand guidelines and writing for the web
- Collaborated with UX team and SEO experts to build content into visual designs

UX Content Designer - Volunteer | St. Paul, MN | Oct. 2018 - Feb. 2019 Hope Dental Clinic

Website Redesign & Deployment

Designed, developed, tested and relaunched site to support strategic goals:

- Led interviews and co-design workshop with stakeholders to uncover user needs and translate them into site architecture, design and content ideas
- Identified entry points and created flows into the site for patient, donor and volunteer user groups
- Conducted content audit and wrote, updated and edited web copy
- Built information architecture, navigation, and content across 30 web pages in Wordpress, customized site theme and deployed to production

UX Researcher - Consultant | Richfield, MN | June - Sept. 2018

Best Buy

Best Buy Employee Mobile App

Designed and executed plan to gather user research to inform product features for a native mobile app:

- Defined goals and selected suitable research methods
- Engaged stakeholders to plan user survey, employee interview scripts and usability test protocol and incorporated their feedback
- Reported back findings, potential cost savings, and avenues for future research

Program Manager, Client Service Experience

Ameriprise Financial | Minneapolis, MN | April, 2014 - October 2017

Manager of omnichannel Ameriprise client onboarding program:

- Coordinated redesigns, updates and releases with cross-functional teams
- Editor and reviewer of 'voice to the client' style for emails and communications

Project: Welcome Email

Build of email channel onboarding new clients to Ameriprise.com delivering 90K emails annually and \$400K print cost savings over initial 18 months of production:

- Developed content, audience segmentation strategy and business requirements
- Coordinated project and deliverables review up to C-suite