

Claire E. Peters

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EXPERIENCE

NFL Network, Product Designer, Culver City, CA

April 2016-Present

- Developed requirements for a new, in-house content management system, based on the needs of content teams at 32 NFL clubs and NFL.com
- Conducted research with unique user-stakeholders to create product requirements and simplify complex user stories
- Created user flows for content management system that would accommodate users who currently use one of three content management systems across the NFL
- Created a “help center” within the new CMS; developed content strategy for dynamic Knowledge Base; conducted taxonomy testing to determine effectiveness of navigation and labeling; wrote glossary of terms to aid in on-boarding from legacy CMS

Freelance, User Experience Researcher and Content Strategist, Los Angeles, CA

June 2015 – April 2016

- Conducts user research using a combination of deep qualitative methods and guerilla methods to help define business goals and identify and solve user needs
- Analyses and distills research data into compelling insights for clients
- Develops voice and strategy for content; uses a “content first” approach to design
- Able to conduct user testing on a variety of platforms (in-person, guerilla, remote, moderated, unmoderated)
- Identifies common themes and issues across multiple sets of data; makes recommendations and guidelines for usability based on these findings

General Assembly, Instructor, Los Angeles, CA

January 2016-present

- Developed and teaches a day-long course called “How to Build a Squarespace Site (Without Code)”
- Other courses in development: “Using Squarespace for E-Commerce,” “Building Your Portfolio with Squarespace,” “Covert Qualitative Research,” and “Content Strategy for Everyone”

Squarespace, Content and Community Strategist, New York, NY

May 2013 – January 2015

- Conducted content audit and competitive analysis as the first steps in a full-scale remodel of the Squarespace knowledge base
- Developed and executed a qualitative-research-based plan to improve the visibility and navigability of the Squarespace help site
- Created style guide for written material and communication between Squarespace employees and customers
- Wrote and edited complex, yet accessible, technical support and design-related articles for Squarespace's help site
- Moderated social media and user forums with an eye for comments indicating unknown user pain points and possibilities for improvements to the Squarespace platform or help site

SKILLS & CERTIFICATION

- Copy Editing Certification, Mediabistro
- Prototyping & Wireframe software (entry level): Omnigraffle, Sketch
- Deep knowledge of Chicago, AP, MLA, Microsoft, and Yahoo! style guides
- Web languages (HTML and CSS)

EDUCATION

University of Copenhagen, Copenhagen, Denmark

- MA, Applied Cultural Analysis, Danish Governmental Scholarship

Vassar College, Poughkeepsie, New York

- BA, English
- BA, Sociology