

Claire E. Peters

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EXPERIENCE

NFL Network, Senior User Experience Researcher, Culver City, CA

April 2016-March 2017

- Developed requirements for a new, in-house content management system, based on the needs of content teams at 32 NFL clubs and editors of NFL.com
- Conducted research with unique user-stakeholders to create product requirements, and articulate complex user stories
- Created user flows for new “master” 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

Clients: BeyondCurious (Sonos, Lexus), Mahmee, A+R Store

- 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

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

ADDITIONAL EXPERIENCE

General Assembly, Instructor, Los Angeles, CA

January 2016-present

- Developed full curriculum for a day-long course called “How to Build a Squarespace Site Without Code”
- Teaches course to 5-15 students, biquarterly
- Other courses in development: “Squarespace for E-Commerce,” “Qualitative Research,” and “Writing for User Experience”

SKILLS & CERTIFICATION

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

EDUCATION

University of Copenhagen, Copenhagen, Denmark

- MA, Applied Cultural Analysis, Danish Governmental Scholarship

Vassar College, Poughkeepsie, New York

- BA, English
- BA, Sociology