

Base resume

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UX and content expert with proven experience building scalable content systems and turning ambiguity into strategy and action in B2B SaaS environments.

Relevant Experience

Independent Projects

Mar 2026 – Present

AI Building & Content

- Designed and shipped a personal portfolio site with Claude Code, GitHub, and Vercel, writing case-study content and developing information architecture across the site.
- Built a working voice-and-tone content system with reusable skills and workflows in Claude Code through UX Writing Hub's AI-Powered Content Design Systems workshop.

Atlassian

Jul 2021 – Mar 2026

Senior Content Designer | Promoted from Content Designer (Sep 2023)

Sole content designer across 4 platform apps, supporting 12 product designers, 7 product managers, and 30+ engineers.

Systems & Standards

- Shipped a highly requested native OKR feature in the Goals app that unblocked enterprise adoption by creating a flexible object type system that works with various goal frameworks and translating complex terms into clear, usable UI labels.
- Created a consistent page structure across multiple Atlassian apps by establishing shared information architecture principles from a week-long, cross-functional workshop with content and product designers.
- Improved the user experience for the Atlas software product by auditing existing content surfaces, applying text string changes directly in code, and creating standards, patterns, and UX writing frameworks from the audit findings.

Strategy

- Drove the in-product content experience for Teamwork Collection, a strategic bundle combining legacy, acquired, and newly developed products, by establishing a new end-user content strategy and writing the full in-product onboarding.
- Scaled a strict user permission system across three apps by designing content patterns that give users granular control of who can access what pages in their organization.

AI Content

- Extended risk tracking functionality by developing an AI agent RAG-trained on ~15 years of internal risk documents and knowledge, optimizing the agent's output template to turn a conversation into a structured, decision-ready summary page.
- Improved output quality for Atlassian's internal content assistant agent by contributing platform content standards.

Opower

Apr 2017 – Jun 2021

UX Copywriter

B2B software company providing energy efficiency products to more than 175 utilities worldwide.

- Improved customer sentiment by 12% for Opower's flagship Home Energy Report by leading content for a full product redesign, reframing the energy-use comparison that drove complaints into a goal-based behavioral technique.
- Drove a 16% increase in customers' understanding of peak-pricing hours for over 800K households by translating complex time-of-use (TOU) rate mechanics into plain-language weekly emails that encourage customers to shift their energy use.

Skills & Tools

Content design | UX writing | Content strategy | Design systems | Information architecture | Taxonomy & naming | Voice and tone | Cross-functional collaboration | Journey mapping | Localization | Accessibility | Prototyping | AI/LLM content

Figma, Contentful, Confluence, Jira, Claude, Google Workspace, GitHub/Bitbucket, Replit, v0, Lovable

Education

University of California, Davis

Bachelor of Arts in English | Minor in Global and International Studies