Jeremy G. Burton

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Content and UX design leader | Creating the clarity that teams and products need to be their best
15+ years at the intersection of people and information. Designer, researcher, strategist, and facilitator with a track record for delivering business value on complex SaaS, artificial intelligence (AI), and enterprise products, most recently with Upwork and Mural. What *really* drives and excites me? Helping people and teams to flourish.

Experience

Upwork

December 2023 to Present | Remote from Pittsburgh, Pa.
Principal content designer

- Accelerating customer activation through a **new wave of AI features**, contributing from go-to-market narratives to interaction microcopy.
- Driving content operations to uplevel **end-to-end UX content quality** across teams and business units.
- Led major updates to product navigation, resulting in a significant **5.7% increase to ad product usage** for freelancers and a **4x increase in plan upgrades** for clients.

Mural

March 2021 to June 2023 | Remote from Pittsburgh, Pa.
Content design manager

- Built and managed Mural's Content Design team from one to three people, establishing program infrastructure and process that **led to greater demand for our services and high job satisfaction** among our content designers.
  - Additionally inherited a technical writing team during a reorg, guiding and welcoming them through a challenging transition.

- Led a complex, highly strategic project to improve Mural's information architecture (IA), for which I **coordinated and facilitated 100 stakeholders** across five divisions and 15+ teams.
  - Customers **discovered overlooked features** and **navigated the product more easily**, research revealed.
  - New IA contributed to experience metrics that went up as people used the redesign over time, and a public launch during which less than 2% of customers opted back to the old experience.

- Delivered daily UX writing, content strategy, information architecture, and UX design recommendations and specs to move the needle on company objectives, serving as a **player-coach in support of a 40+ person Design team**.
  - Facilitated and spearheaded collaboration across teams of designers, engineers, product managers, researchers, product marketers, content marketers, brand designers, technical writers, lawyers, data scientists, customer success reps, and executive leaders. Contributed to project areas including growth, enterprise, community, platform, design system, accessibility, personalization, and artificial intelligence.

- Helped **shape AI strategy** for the announcement and demonstration of a suite of new AI-powered features.

- **Led enablement and ops initiatives**, evangelizing content design throughout the company and partnering to level up the skills of designers especially but also product managers, engineers, and others.
  - This included developing content guidelines, initiating a terminology guild, planning educational events, maintaining a company glossary, incorporating generative AI capabilities to augment our work, and more.

Lead content designer
- Raised content design quality as the lone UX content resource supporting five divisions and 14 teams.
  - Revamped a critical email flow to **boost its conversion rates by 16% to 23%**. Designed upgrade triggers for the launch of a pricing plan that **resulted in $90,000 in new revenue** after five weeks.

- Established team charter, evangelized content design, and **oversaw all aspects of hiring** new team members.

IBM (Cloud, Data & AI division)
June 2019 to March 2021 | Pittsburgh, Pa.
Senior UX designer and content design lead
- Influenced **11 releases over a six-month period** while pioneering a content role that proved the value of someone on the team dedicated to words as design.

- Supported up to 9 squads at once across all areas of complex SaaS offerings. Worked on Watson Assistant, a tool for building conversational UIs, and Watson Discovery, an enterprise search and data analytics application.
  - Led UX writing and user research to help **deliver a 60% faster chatbot authoring experience**. End-to-end contributions added clarity to information architecture, labeling, error messages, and microcopy.
  - Shaped onboarding revisions that **improved KPIs by as much as 72%**. Work included writing instructional text, simplifying flows, developing content strategy, and editing for voice and tone.
  - Used data-driven insights about people's expectations and attitudes to help make new web chat features more intuitive. One release **exceeded its adoption goal by 56%**, and another drove 2x conversion.
  - Coordinated card sorts, tree tests, concept models, and navigation design that **informed a major pivot for Watson Discovery**, whose relaunch was a finalist in Fast Company's 2020 Innovation by Design Awards.

- Advanced best practices at the team level, **contributed to standards across IBM** for its Carbon Design System.

- Provided **coaching, mentorship, and leadership** to a 24-person design team and worked to level up teammates.

UPMC Health Plan (Consumer Innovation group)
November 2014 to June 2019 | Pittsburgh, Pa.
Senior UX designer
- Transformed tangled messes into clear, empowering experiences so that members could focus where it mattered — on their health and wellbeing.

- Led yearlong overhaul of a flagship member app. Deeply collaborative and research-driven, we streamlined account creation, introduced a new IA, surfaced important content, and laid foundations for the future.

UX designer
- Turned deadlines into opportunities to align teams around the redesign of a wellness incentive program. Initiated and directed discussions about objectives, using pair design and rapid testing to advocate for users and deliver.

- Identified and evaluated gaps for customer experience improvement by shadowing and interviewing service representatives on customer calls.

Mind Over Media
January 2014 to July 2014 | Pittsburgh, Pa.

Information architect

- Re-architected navigation for a higher-education website with nearly 2,500 pages of content.

The Buffalo News, the Poynter Institute, and the Scranton Times-Tribune
January 2006 to May 2011 | Buffalo, N.Y., St. Petersburg, Fla., and Scranton, Pa.

Journalist

- Told true stories, served my readers. Different flavor of information architect.

Skills and tools

Skills | Content strategy, UX writing, Information architecture, Interaction design, Human-centered design, Design thinking, Systems thinking, Facilitation, Presentation, Async communication, Research, Usability, Accessibility, Artificial intelligence, Responsive, Mobile, SaaS, Agile, Scrum, Audits, Surveys, Moderated testing, Critiques, Flow mapping, Journey mapping, Concept mapping, Diagramming, Wireframing, Sketching

Tools | Mural, Figma, Sketch, InVision, Axure, UserTesting, UserZoom, Optimal Workshop, Respondent, Alchemer, Amplitude, Hotjar, Periscope, Photoshop, InDesign, Pencil and paper

Testimonials

"I've deeply appreciated how you show up, **always looking to create clarity and understanding**. I love it when you just ask the question that everyone has in the back of their minds, and you do it **with kindness and respect**." — Principal designer

"I loved that he was always so willing to collaborate. He doesn't see artificial walls between disciplines, but **opportunities to learn from one another to produce the best possible UX**." — Lead engineer

"As a collaborator and a leader, Jeremy's **superpower was guiding others toward attainable outcomes**." — Senior designer

"With you I've learned that content is not just being 'correct' in terms of grammar, but a point of view, a real value to users, and a way to **ask the right questions related to where we want to be, where we are**." — Senior product manager

"I've seen him **skillfully complete small-scale tactical work** and **fearlessly approach large-scale systems-thinking work**. He's also a great collaborator and empathetic leader." — Design director

Speaking and volunteering

- **Morning keynote speaker**, "*You are here: Why your design artifacts and team spaces need wayfinding too*," World IA Day Des Moines, 2023
- **Founder and organizer**, World IA Day Pittsburgh, 2015 to 2017
- **Organizing committee lead**, Midwest UX, 2014 to 2015
- **Content editor**, Information Architecture Summit, 2014 to 2015

Education

Continuing education
- IBM's Enterprise Design Thinking Training, March 2020
- LUMA Institute's Design Thinking Essentials, June 2015

M.S. Information science | University of Pittsburgh, December 2013

B.A. English | University at Buffalo, May 2007