MARLO MARIE LAWRENCE

Senior UX Writer | Content Designer | Content Strategist

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PROFESSIONAL SUMMARY

Senior UX Writer and Content Designer specializing in enterprise software, content strategy, conversational AI, design systems, and accessible digital experiences. Experienced leading content across complex products and user journeys, developing scalable content standards and governance, and partnering with product, design, research, and engineering teams from discovery through release. Skilled in translating complex information into clear, intuitive experiences across UI, help content, notifications, onboarding, and AI-enabled interactions.

CORE SKILLS

UX Writing • Content Design • Content Strategy • Content Governance • Conversational AI • Design Systems • Information Architecture • Accessibility (WCAG) • Voice & Tone • Content Standards • User Journeys • Microcopy • Help Content • Error & Recovery Content • Localization Readiness • Content Audits • User Research • UAT • Agile Methodologies • Stakeholder Management • Cross-Functional Collaboration • Figma • GitHub • Jira • Adobe AEM

PROFESSIONAL EXPERIENCE

Senior UX Content Writer | Crown Equipment, Inc. | Sept 2024 – Sept 2026

- Led UX content strategy across **18 enterprise applications and more than 1,600 customer-facing screens**, creating clear, consistent content for complex operational workflows.
- Created omnichannel content for web, email, SMS, in-product notifications, Help Center, and conversational experiences, adapting structure, terminology, and calls to action for each channel and user need.
- Directed content design for an **AI-powered conversational assistant**, including conversation flows, prompts, clarification questions, fallback responses, error states, escalation paths, feedback interactions, and recovery experiences.
- Defined the AI assistant's name, personality, voice, tone, and conversational behavior; conducted UAT to identify unclear responses, conversational dead ends, terminology inconsistencies, and missing recovery paths before release.
- Established voice-and-tone standards and editorial guidelines covering terminology, capitalization, grammar, accessibility, localization, and device-neutral language.
- Built reusable content patterns for labels, instructions, alerts, notifications, errors, confirmations, and conversational interactions to improve consistency and scalability across products.
- Partnered with the design-system team to integrate content standards and guidance into reusable components and shared product resources.
- Reviewed and approved content in **Figma and GitHub** and created Help Center content for **Adobe AEM**, ensuring alignment with UX patterns, accessibility, localization, product terminology, and safety requirements.
- Collaborated with **nine UX designers** and cross-functional partners across product management, development, research, legal, and safety; presented content strategy and governance recommendations to senior leaders.

UX Writer / Content Designer | Purpose Design Co. | Feb 2023 – Sept 2024

Selected Projects: Thrive IEP — Healthcare & Education • PathFactory — B2B Technology

- Led content strategy and developed scalable content systems for healthcare, education, and B2B technology products.
- Designed content across end-to-end user journeys, including onboarding, navigation, forms, calls to action, errors, notifications, and instructional experiences across web and mobile
- Created content for **Thrive IEP**, translating complex special-education processes into clear, supportive, plain-language experiences for educators and families.
- Conducted user research, content audits, and stakeholder workshops to identify user needs, content gaps, and opportunities for improvement.
- Developed voice-and-tone frameworks, style guidelines, and governance documentation to improve consistency and support scalable content practices.
- Collaborated with designers and developers from discovery through implementation and UAT while applying **WCAG and Section 508** principles.

Clinical Audiologist | HearingLife | July 2022 – Oct 2023; Aug 2019 – July 2021

Translated complex clinical information into clear, actionable patient guidance while collaborating across clinical and business teams. Provided diagnostic services, treatment recommendations, and patient education.

Clinical Director | Hearing Speech & Deaf Center | July 2021 – July 2022

Led clinical operations, technical documentation, communications, and cross-functional initiatives; presented reports to the Board of Directors.

Adjunct Professor, Practice Management | University of Cincinnati | Nov 2019 – June 2025

Developed research-based healthcare courses and translated complex business and clinical concepts into clear instructional content. (Part-Time / Concurrent)

Freelance Projects, Education & Volunteer Work | Sept 2016 – July 2019

Completed freelance digital content and volunteer projects while pursuing education and professional development in user experience, digital design, and content.

Digital Marketing Director | Cincinnati Hearing and Tinnitus (CHAT) | Jan 2013 – Aug 2016

- Led digital content strategy across website, email, social media, and other customer-facing channels, aligning content with user needs and business goals.
- Designed and developed a user-centered website informed by qualitative and quantitative research; authored website content and microcopy and used performance data to improve the digital experience.
- Led content and digital marketing initiatives that contributed to **10% annual practice growth and a $20,000 increase in monthly revenue**.

CEO & Audiologist | Cincinnati Hearing and Tinnitus (CHAT) | Sept 2005 – Dec 2012

Led private-practice operations, business strategy, communications, marketing, policy development, staff training, and clinical services.

Audiologist | Hearing Care Services of Cincinnati | Jan 2001 – Aug 2005

Provided diagnostic audiology, treatment recommendations, and patient education.

EDUCATION & CREDENTIALS

Certificate in UI/UX Design, UX Writing Focus | Springboard Academy
Certificate in UX Writing | UX Writing Hub
Doctor of Audiology | University of Florida
M.A., Communication Sciences and Disorders | University of Cincinnati
B.A., English Literature; Certificate in Creative Writing | University of Cincinnati