

Bridgett Weaver

Sr. Manager, UX & Content Design Leader

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Portfolio: bridgettweaver.design

Summary

I'm a strategic, empathetic content design leader with a strong record of building and scaling teams in fast-paced environments. I balance big-picture thinking with tactical execution, enabling my teams to work smarter, move faster and deliver adaptable, intuitive and usable UX for products.

Skills & Software

Management | Design thinking | UX strategy | Content design | UX writing, editing and strategy | AI product design strategy and build | UX research and testing | Figma | Conversation design | Agile methodologies | AP style expert | AI prompting | Building AI products | Google suite | Jira | Slack | Sketch | Invision | SharePoint | Confluence | Generative AI

Work Experience

Nov 2024 - Current

Walmart | Senior Manager, UX Content Design

- Leading content design for Walmart's Enterprise and Associate Experiences.
- Supporting the enterprise platforms that underpin Walmart's digital marketplace and assortment fulfillment, as well as associate enablement tools, omni-channel services (pharmacy, auto, vision) and Walmart's design system.
- Hiring, scaling and managing a multidisciplinary content design team through significant organizational changes, including post-pandemic return-to-office transitions.
- Mentoring and developing content designer talent across levels, supporting professional growth through feedback, career pathing and skill development.
- Partnering with UX, research, product and eng teams to align content strategy with business objectives and user needs across multiple product verticals.
- Working with design leaders in my space to size and prioritize work, then matching needs with my team members' core strengths, workload and development goals, balancing business impact with team growth.
- Collaborating with the larger design leadership team to rebuild team culture, expectations and morale during a period of transition and restructuring.
- Created an AI content guide with standards and best practices to build consistently ethical, accessible and human-centered AI products and features.
- Developed documentation and meeting practices that allow flexibility for my team to support impactful project work while maintaining small, tactical projects.
- Developed an adaptive content design workflow that balances limited resourcing with strategic influence by driving early involvement in projects, building reusable guidance tools and facilitating ongoing support through structured but flexible collaboration.

June 2021 - July 2024

Mindtickle Inc. | Manager, UX Content Design

- Introduced UX content design, and created a 3-year strategy at Mindtickle, then implemented new processes to drive collaboration with the content design team.
- Built and managed an international team of content designers.
- Wrote style guidelines, and implemented across the product.
- Embedded UX writers into each product design team and built an “early and often” content involvement practice.
- Collaborated with the UX research team for project discovery, design testing and data-driven decision-making.
- Wrote microcopy, body copy, headers, subheads, error messages, tooltips and all copy for UX design projects.
- Collaborated with UX designers, product managers, engineers and researchers for start-to-finish support.
- Led project that cleaned up legacy copy issues in the product, which included fixing issues in more than 40,000 strings of copy.

February 2019 - June 2021

Humana Inc. | Content Strategist & UX Writer: Go365

- Developed content strategy and style standards for Go365 Health experiences.
- Collaborated with a cross-functional team (design, PMs, business, eng) to optimize Go365 for Medicare, Medicaid and enterprise users across web and app exp.
- Led user testing initiatives for content.
- Wrote and edited brand-aligned, A11y compliant UX micro copy, emails, chat flows and landing pages.
- Reviewed and tested content in production and QA environments.
- Managed content through an extensive approval process that included sign off from legal and business teams.

November 2016 - February 2019

Louisville Business First | Senior Reporter: Technology, M&A, Startups, Venture Capital

- Devised content strategy and coverage plan for technology, mergers and acquisitions, startups and restaurants in the Louisville region.
- Wrote 8-12 stories per week for print and digital with a business focus and understanding that meet our audience needs.
- Covered multiple Fortune 100 companies, including earnings calls, M&A, deep investigative reporting and short form daily stories.
- Conducted in-depth research for long-form stories.
- Fostered relationships throughout the community to bring local business news to my audience first.
- Presented creative concepts, series ideas, and coverage plans specifically tailored for the local market.

[*See LinkedIn for all previous work experience & recommendations*](#)

Education

University of Northern Colorado

Bachelor of Arts, Journalism and Mass Communication - News Writing; Minor in Political Science

Hesston College

Associates of Arts, English