BEVERLY VAN DAAL CURIOUS HUMAN WORDSMITH UX DESIGNER

www.bvandaal.com

MICROSOFT

CONTENT DESIGNER II   SEPT 2018 - PRESENT

- Owned and modernized the entire UI/UX content experience for all versions of Excel across all platforms.
- Collaborated with PM and Design partners to design, user test, iterate, and deliver rich features and contextual in-app experiences.
- Developed holistic content strategies for large Excel projects to ensure cohesion across UI, marketing, and support endpoints.
- Worked on various design projects including an improved UX flow for Money in Excel, and assets for Microsoft's event with NPR's The Moth.

WRITER I   MAY 2016 - SEPT 2018

- Owned the content experience for all of Office on iOS, Office on Android, Office for Mac, and all versions of Microsoft Visio.
- Worked with PM and Design partners to develop new features, UX strings, in-app help, web articles, chatbots, and more.
- Reduced frustration for customers and lowered the Office 365 unsubscribe rate through chatbot design and content.

SPECTRUM COMMUNICATIONS

CONTENT DEVELOPER   MAR 2015 - MAY 2016

- Developed and designed e-books resulting in 11 new clients and over $250k in revenue.
- Owned the content strategy and copy writing for the websites of over 50 clients across a wide variety of industries with SEO best practices.
- Worked with clients to tailor copy needs to their audience, domain, and individual branding needs.

COMMON - A USERS GROUP

CONTENT DEVELOPER   MAR 2013 - MAY 2014

- Designed and wrote COMMON's marketing materials, newsletters, brochures, bi-monthly magazine, and conference event packets
- Maintained time-sensitive marketing schedules for the COMMON annual conferences for printing and mailer deadlines, news blasts, etc.

THE PRINTED BLOG

MANAGING EDITOR   MAR 2011 - NOV 2012

- Designed publication layouts and curated contributor content/photography from renowned artists.
- Managed the editorial calendar, marketing schedule, and delegated feature stories and articles to a team of writers.

BvD

I am a graduate student with experience in large organizations, seeking design roles that are impactful and human-centered.

EDUCATION

MS, Human-Centered Design & Engineering
University of Washington
Expected 1/2021

BA, English & Creative Writing
DePaul University
June 2012

SKILLS

UI/UX Design
Visual Design
User Research
Project Management
Content Design

Figma
Adobe CC
Microsoft Office

CONTACT

✉ beverly.vandaal@outlook.com

📞 847.630.7721