heather searl

where to reach me

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what i'm all about

I'm an experienced UX writer, strategist, and mentor with a keen interest in how people approach technology. I'm creative, innovative, & adaptable. I'm also a quick learner with a proven track record in user experience, UX writing, & content strategy. I'm proud to be a consistently high performer who excels in a collaborative, customer-focused environment that encourages creativity.

what i'm good at

- People & process development
- Leadership & interdepartmental collaboration
- Content strategy
- Information architecture
- Microcopy
- Substantive & copy editing
- Critical thinking & problem solving
- Design thinking/user-centered design

my portfolio

https://heathersearl.com/portfolio

what i've done

McAfee   2017 to present

McAfee develops a variety of consumer security solutions.

Content Design Manager, Use Experience Design

Developed & tested UX content strategy for consumer products. Wrote & edited UX & promotional copy for mobile & desktop applications. Mentored writers to bring out their best.

- Developed UX content strategy & style guide that bridges the gap between legacy content & current trends
- Tested voice, tone & language with target audiences
- Championed user testing copy to drive user-centered decision-making around all written content
- Made copy an integral part of the UX design
- Wrote & edited content for a variety of mobile & desktop applications including McAfee antivirus products, Safe Family & Safe Connect

CommConsulting   2009 to 2017

Provided audience-focused writing, UX design & usability services to clients including: Logitech, The Co-operators, BMO, Intel Security (McAfee), Primus & Sciex.

Principal Consultant

Worked with clients' interdisciplinary teams on a variety of projects including UX design/content, writing requirements & specifications, marketing materials, style guides & corporate communications.

- Designed UI, UX content & end user documentation for a consumer self-help portal & mobile apps
- Designed & wrote e-learning, video storyboards & narration for IT process launch
- Wrote product concept documents, user interface guidelines, requirements documents, functional specifications, detailed UI specifications & IT reports for multiple industries
- Designed information architectures for hotel chain's supply ordering site & an agricultural product website
- Improved customer engagement for clients by updating website information architecture, IX design & copy
- Wrote whitepaper that was picked up by a telecomm newsletter & called, "Exactly what I needed to share with my organization." by a telecomm executive
- Wrote copy for an integrated billboard, direct mail & landing page campaign that significantly increased new subscribers for a telecom provider
- Conducted qualitative research to help clients understand their customers' needs, goals & workflows

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what i've learned

- **HBA English**
  Speech Communication Minor
  University of Waterloo
- **Copywriting Diploma**
  Humber College
- **Certified Usability Analyst**
  Human Factors International
- **Design Thinking**
  Interaction Design Foundation
- **Project Management & Risk Management**
  Cadence Management Corporation
- **Requirements Analysis**
  Project Performance International
- **Leadership Excellence**
  The Niagara Institute

Logitech   2006 to 2008

Logitech designs, manufactures & markets personal peripherals for the desktop, digital home & home entertainment systems. The Harmony Remote Business Unit brought ease-of-use to home theatre control with programmable universal remotes.

Senior Manager, User Experience
Manager, User Experience

Designed web set-up & on-remote workflows. Redesigned user documentation to be user & task focused. Managed internal & external technical writing & user experience resources.

- Designed workflows for the Harmony One, Harmony 1000 & the online setup experience with internal and external design teams
- Raised awareness of end user goals, issues & mental models throughout product development using cross-functional home visit teams, cross-functional affinity diagramming, posters & presentations
- Introduced usability testing and UX research concepts to other business units
- Applied user-centered design principles to ensure customer documentation focused on readers' goals & tasks
- Worked with corporate head office to develop documentation deliverables that suited multiple Logitech products

MDS Sciex (now Sciex)   1997 to 2005

Sciex is primarily focused on research & development of mass spectrometers & related software.

Manager, User Experience
Manager Information Development
Technical Writing Team Lead

Built & managed a team of 20+ technical writers, editors, illustrators, UX designers & contractors. Developed & refined the documentation process to fit changing business needs. Scheduled, staffed & oversaw 10+ concurrent projects with budgets of 10K to 500K.

- Championed the idea of user experience design and built the design process and practice in an agile development environment
- Made information development a core part of the development process
- Developed & implemented structured writing & single sourcing strategies that reduced labour costs by 15%
- Developed an XML-based content management strategy that was profiled on Adobe's website
- Designed a cohesive documentation set for a large software product
- Developed a style guide to ensure all documentation produced by the team was consistent & appropriate for the audience resulting in a more professional & contemporary documentation set