Kimmoy Matthews

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Professional Profile

I leverage my content strategy, UX experience, technical writing, and business process improvement training to improve how web-based products are designed, understood, and used both internally and externally. For 11 years, I have contributed innovative ideas, leadership, and quality deliverables to clients spanning the IT, Finance, and Tech industries.

Professional Achievements

➢ Designed a product feature for Google Docs which reduced clicks by 75% and improved editing time
➢ Designed in-app features, messaging, and Help Center copy for Google Ads app
➢ Modified user-interface (UI) text and layout to improve the retention and user experience for the Yelp for Business app

Professional Experiences

Sr. Content Designer, Best Buy (Contractor)   Aug. 2021 – Present

- Oversees content design for the discovery phase of the customer's journey for Best Buy's website & mobile app.
- Leverage UX research findings and collaborations with UX designers to influence content strategy and design ideas for the website's home page and product listing pages.
- Developed content strategy and wrote copy for annual Black Friday campaign including legal disclaimer copy.
- Created product, mobile UI, & SMS messaging introducing 3D & AR experiences in the Best Buy app.

Lead Technical Writer, Georgia's Own Credit Union (Contractor)   July 2019 – Nov. 2020

- Gathered requirements and regularly met with subject matter experts to identify department needs and establish resources needed for HR documentation.
- Identified core deliverables, developed a project plan, and created templates to optimize the editorial process for a team of 3 technical writers.
- Collaborated with the VP of Commercial Lending Group to create instructions and process flows for loan officers on how to process commercial loan requests using Abrigo - a risk management software.
- Coordinated with the Director of Lending Operations to create onboarding documents for 6 department leads.
- Created HR business processes and procedures including Workday tutorials for 2 credit unions in advance of a merger.

Technical Editor/Web Content Strategist
Defense Travel Management Office (Contractor)   Sept. 2017 – July 2019

- Managed enterprise-wide website redesign efforts which include conducting website content reviews with department leads, creating mockups of suggested changes, and implementing changes upon approval.
- Generated monthly and quarterly Google Analytics reports to track metrics for web content.
- Organized, streamlined, & edited the Joint Travel Regulations (JTR) for Uniformed Service Members and DoD Civilian Employees using plain language which resulted in decreasing the page count by 30% in 7 months.
- Designed as-is editorial and publishing processes to identify areas of redundancy and identify tools to improve editing time.
- Designed mockups to update the JTR webpage and convert the JTR from PDF to accessible web pages to improve the user experience and make travel regulations easier to find and use.

Content Strategist/UX Writer, Google (Contractor)   April 2016 – June 2017

- Developed editorial resources that have been adopted by the AdWords Style Committee and implemented by the Content Strategy & Development team.
- Developed user-interface (UI) text and external support center content for 14+ product features of the Google AdWords platform which includes text ads, ad customizers, ad variations, shared library, Ad Preview and Diagnosis Tool.
- Managed editing process for editors, article owners, and project managers in preparation for the launch of AdWords Next which included identifying a timeline for writing, obtaining approvals, coding, localizing, and publishing all Help Center updates by the launch date.
- Used design tools like Figma and Google Slides to collaborate with cross-functional teams of UX designers, project managers, content marketers, and engineers to ensure content is accurate and helpful for the users.
- Managed rewrites of 30+ Help Center items spanning multiple writers and product areas.

- Simplified the editing process for editing long-form articles for 2 substantive launches (Goldilocks and AdWords Next).
- Reviewed and edited scripts for Google AdWords YouTube video tutorials.

Content Strategist, Tech Copy Expert   June 2015 – April 2016
Clients: Influence & Co., Slovenia Tourism Board

- Designed and developed www.techcopyexpert.com using WordPress and CSS.
- Managed 2 digital strategists to create and execute a content strategy and international social media campaign for the country of Slovenia.
- Wrote articles on data science, data analytics, data governance, etc. for technical publications such as www.econsultancy.com and www.business2community.com.

Technical Writer/Web Content Manager   Nov. 2011 – May. 2015
Municipal Securities Rulemaking Board (MSRB)

- Oversaw all technical communications including user manuals, specifications, policies, standard operating procedures (SOPs), web content, communication plans, etc. for our data subscribers and market stakeholders.
- Produced instructional videos which included writing scripts, recording screens, and publishing the videos for municipal securities dealers, issuers, and agents in the Municipal Bond marketplace.
- Developed style guidelines, business processes, and a document library for all externally published documents to create consistent branding and workflow for the company.
- Created web-page design mockups and requirements to improve the user experience and make web content and documentation easier to find.

Business Consultant II, Acumen Solutions   Jan. 2009 – Dec. 2010
Clients: US Postal Service - Expedited Shipping and Intelligent Mail & Address Quality (IMAQ) Engineering

- Identified over $1MM of revenue potential for USPS' Extra Services for Expedited Mail products.
- Drove regional Scan and Service performance through report management and consulting.
- Developed user guides and release definitions for the Mail Identification & Tracking System application.
- Designed wireframes and created design & test requirements for the IMAQ Engineering communications portal.

Business Consultant, Acumen Solutions   March 2008 – Oct. 2008
Client: The Carlyle Group

- Improved the usability for Carlyle Distributions Systems, Anti-Money Laundering System, and Equity Management Systems application.
- Configured Workday, a financial and HR software, to generate custom HR reports.
- Conducted business analysis and market research to prepare business proposals for retail clients.
- Created user test plans and managed the results and implementation of bug fixes and feature updates.

Systems Analyst, Accenture   May 2006- March 2008
Clients: US-VISIT, Office of Personnel Management, Verizon Business

- Provided application support training, and QA testing and analysis for the Public Key Directory (PKD) Validation Service.
- Conducted risk assessment for Enterprise-wide Retirement Application and configured user access rights for employees, contractors, and end-users within the application.
- Improved business processes and defined product requirements for a global access rights management solution.

Education

B.S. Electrical Engineering, April 2005; Michigan Technological University (MTU), Houghton, MI

Technical Writing Certificate, March 2011; Fairfax County Adult & Community Education

Fundamentals of Successful **Project Management Certificate**, May 2012; SkillPath Training Washington, DC

Business Process Improvement Certificate, October 2014; Learning Tree, Reston, VA

Conversational in Spanish

Software/Methodologies

Agile Software Development	Google Docs	Slack
Atlassian JIRA	MailChimp	SnagIt
Aweber	Mailerlite	System Development
Camtasia	Microsoft Visio	Lifecycle
CSS and HTML	SharePoint	Trello
Figma	Sitecore Web CMS	WordPress