Ami M. Hale
1-541-591-8179 | amimhale@ gmail.com | linkedin.com/in/ami-m-hale | amimhale.com
Portland, OR

Summary

Highly experienced and versatile **UX Content Design Leader** with 14+ years of combined experience crafting intuitive and inclusive user experiences, as well as video, editorial, print, and digital content for global brands. I specialize in simplifying complex concepts and translating them into clear, human-centered language. My expertise includes defining content strategy, leading expansive projects, and scaling content practices across an organization.

Experience

VP—UX Content Design Lead ▪ Jan 2025 – September 2025

Citigroup ▪ Dallas, TX

- Digital accessibility: Ensure WCAG 2.1 AA (Web Content Accessibility Guidelines) compliance across Figma-based content annotation system
- Design systems: Collaborate cross-functionally to create WCAG 2.1 AA compliant content, including components, foundations, and guidelines tailored for engineers, designers, and writers
- Global writing/tone & voice guidelines: Rewrite, gain consensus, publish and evangelize org-wide
- Write and collaborate on inclusion and accessibility training videos for company-wide audiences
- Lead content initiative to redesign UX org site content, strategy, and information architecture

VP—UX Content Ops & Storytelling Production ▪ April 2024 – Jan 2025

Citigroup ▪ Dallas, TX

- Conceive, gain executive support, strategize, develop, test, and implement large-scale rollout of new Figma-based solution to content and accessibility annotations – saving writers ~36% of their usual time spent
- Research and create accessible video blueprint and materials: Script and voiceover, audio description voiceover, closed captions, and downloadable transcript
- Record voiceover audio for internal educational, pitch and hype videos
- Transcribe closed captions for company-wide Disability Conference recordings

VP—UX Copy Director ▪ April 2022 – April 2024

Citigroup ▪ Dallas, TX

- Clear paths and remove barriers: Empower my team to think strategically, push the boundaries, and elevate the customer experience
- Provide copy direction, information architecture insights, and UX/UI direction across several lines of business and high-visibility initiatives
- Write, edit, and co-direct internal hype/sizzle videos
- My team contributed to a mobile app redesign which earned the "Client Obsession Week CEO Award 2022"
- Responsibilities: Co-management of 27-member team, resourcing, cross-functional oversight and collaboration, process development and roll-out, training design and implementation, strengthening team health and partner relationships, and providing team support

VP—UX Associate Copy Director ▪ May 2021 – April 2022

Citigroup ▪ Dallas, TX

- Establish UX copy & content strategy, liaise with stakeholders, equip teams to create inclusive and accessible experiences
- Added responsibilities: Writer mentorship and supervision, content oversight across multiple teams, process development, and thought leadership

UX/UI Writer ▪ July 2020 – May 2021
Photon Infotech (for Citigroup) ▪ Dallas, TX
- Craft user-centric content, cross-functional collaboration, architect inclusive and accessible customer experiences
- My role included: copywriting, information architecture, customer advocacy, subject matter expertise, user research, content audits, and content strategy

Scriptwriter (Freelance) ▪ November 2021 – December 2021
Cheil North America ▪ Dallas, TX
- *Samsung* | Scripts for Samsung Live web series: Episodes "Flip & Fold Revisited" and "The Resolutions Show"

Marketing Copywriter (Freelance) ▪ March 2021 – May 2021
Secret Sauce Agency ▪ San Francisco, CA
- *VMWare* | B2B marketing and educational materials
- *Dropbox* | Email campaigns, pitch decks, and 1-pagers

Digital Writer (Freelance) ▪ June 2020 – July 2020
Proterra Advertising ▪ Dallas, TX
- *NEC* | UX, microsites and landing pages, and email campaigns
- *Investor's Resource* | Email campaigns and landing pages offering financial information and services

Agency Copywriter ▪ March 2018 – April 2020
Targetbase ▪ Irving, TX
- Contribute to the 2018 and 2019 team acceptance of "American Honda Premier Partner Award"
- Collaborate with design team to develop end-to-end experience concepts, and pitch creative platforms and strategies to clients
- Write brand-compliant, omnichannel copy for advertising and marketing campaigns across brands, including *Honda, Acura, GlaxoSmithKline, VCA* and more
- Create data-driven print and digital communications using 1st-party consumer data

Copywriter ▪ July 2017 – March 2018
Capital One Auto Finance ▪ Plano, TX
- Write and edit brand-compliant copy for print, email, and digital campaigns
- Create digital campaigns with markedly high open- and click-through rates
- Collaborate with team to develop and pitch creative ideas and strategies
- Developed internal content processes and editorial training guides

Creative Partner ▪ September 2011 – April 2020

Burntgraphite Design Group
- Collaborate on The Hoppy Half-Pint, a WordPress site dedicated to travel, culture and business
- Create and maintain client sites, blogs, SEO, and digital content
- eBook design and formatting, editorial, and digital media consultation
- Write and edit copy for digital outlets, including marketing copy and articles exploring business, tech, culture, fashion, and travel

Scriptwriter ▪ September 2008 – April 2017
Linkville Playhouse ▪ Klamath Falls, OR
- Playwright of highly praised "Hansel and Gretel" and "League of Imaginary Friends"
- Design, write, edit, and publish playbills, actor bios and season posters

Social Media Coordinator/Lead Customer Liaison ▪ September 2013 – September 2015
Eastside Liquor ▪ Klamath Falls, OR
- Post and manage Facebook content: Increased following by 13%
- Create and maintain images, copy, and other creative assets for use in promos
- Design and build retail displays and write seasonal store signage

Skills
- **Content Design & Strategy:** UX Writing, Microcopy, Information Architecture, Design Systems, Content Audits, Content Modeling, Content Strategy, Project Management
- **Tools:** Figma, Invision, Adobe InCopy, Adobe InDesign, GenAI/LLM tools (such as Gemini), Intralinks, BaseCamp, Jira, Confluence, WordPress, Microsoft 365
- **Methodologies:** Design Thinking, Agile/Scrum, User-Centered Design, A/B Testing, User Research
- **Soft Skills:** Leadership, Cross-functional Collaboration, Mentorship, Stakeholder Management

Certificates
- **Google AI Essentials:** "Introduction to AI", "Maximize Productivity with AI Tools", "Use AI Responsibly", "Discover the Art of Prompting", "Stay Ahead of the AI Curve"

Education
Bachelor of Arts English: Creative Writing ▪ Southern New Hampshire University ▪ February 2017