

Evy Haan

Content Designer

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SUMMARY

I'm a content designer with a background in the software engineering and non-profit sectors. I bring 8+ years of experience collaborating on cross-divisional, human-centered products, projects, and initiatives.

EXPERIENCE

Copywriter

Jan 2024 – Present

Her Pharmacy

- Communicate complex content in engaging blog articles to educate customers on products and health topics.
- Write Amazon listing content to capitalize on the listing requirements, harness SEO, and improve findability.
- Define and refine the content tone of voice to reflect the evolving brand identity.
- Ideate an early-stage SEO strategy to establish baseline company web traffic metrics.

UX Writer

Oct 2022 - Nov 2022

Wellinks

- Designed content across 8 onboarding screens to reduce abandonment rate.
- Tailored clear in-product copy for an elderly audience to enhance the user experience and build trust.
- Collaborated with marketing, brand strategy, compliance, and legal teams to ensure adherence to business objectives in a highly regulated industry.

Find more personal content design projects in my portfolio at <https://evyhaan.com/work/>.

ADDITIONAL EXPERIENCE

Software Engineer

Nov 2019 - Jul 2021

Xevo, Inc

- Programmed UX features on a mobile platform to deliver targeted demos in a deadline-driven agile team.
- Applied structured content concepts to document a library of 20+ custom-built UI components.
- Engaged in architecture, implementation, and design discussions to develop products with a cohesive, seamless flow.
- Collaborated with engineering, design, architects, product management, and QA teams to expand platform features.
- Took initiative on product feature improvement projects, defining scope and coordinating with impacted teams.

Software Engineer

Aug 2019 - Dec 2019

Dashbento

- Developed user stories, UI components, and database models to bring a new product to market.
- Participated in code reviews to continually improve the product including giving and receiving feedback.

Executive Assistant

Mar 2016 - Oct 2018

Pioneer Human Services

- Coordinated with VP, directors, staff, and external partners to build mission-focused advocacy relationships.
- Proofread and organized metric reports and proposal documents.
- Connected cross-department stakeholders on ongoing projects and followed up for updates to share at team meetings.
- Liaised on-the-ground details for an international conference attended by 400+ professionals.
- Managed corporate files including 65+ vehicles, 250+ drivers, and archives for 20+ unique programs.
- Administrated a rewards program for 1000+ employees state-wide.

EDUCATION

Bachelor's degree, Community Health, Western Washington University 2013

- Minors: Psychology, Communication

SKILLS

Content design, UX writing, content auditing, user experience design, user research, style guide creation, storytelling, Figma, Google Workspace (Google Suite), MS Office suite, Miro, Jira/Confluence, HTML, CSS