

# Janiessa Norice

*I'm a visual storyteller dedicated to crafting user-focused product experiences. With eight years of experience, I ensure consistent tone and language across platforms. My skills include guideline maintenance, UI content creation, and user testing. [My portfolio](#) includes design mockups, research presentations, and content transformations, primarily using Figma.*

## My Experience

Content Designer II, Microsoft

Nov 2021 - Oct 2024

- Developed UI content strategy for mobile and PC devices; managed product language, taxonomies, glossaries, and guidelines
- Created annotated mockups, presentations, and wireframes for development
- Supported senior UX designers with user research and information architecture

### UX Projects

#### **Onboarding cross-device experiences**

*Usability Testing, Feb-Mar 2022*

- Conducted a remote usability study alongside engineering partners to identify reasons for decreased onboarding completion. The results improved the usability of content initiatives by **50%**.
- Collaborated with design on UI A/B testing flows
- Monitored user interactions during testing and noted feedback
- Shared feedback and suggestions with partners

#### **Introducing AI to users**

*Feature Introduction, Oct 2021-2023*

- Applied Microsoft Design Thinking methods to navigate product flow, terminology, nomenclature, etc.
- Designed the end-to-end conversational flows for Android Copilot (AI) from initial setup and training to ongoing task execution
- Developed the core personality, voice, and tone, for mobile and cross-device experiences
- Synthesized complex technical concepts for mobile and cross-device experiences into simple, engaging, and data-informed solutions that empower users to work confidently with AI

Tutor, UX Writing Hub

July 2022 - Jan 2023

- Assisted students with learning UX Writing principles
- Mentored students in the areas of content design, microcopy, and conversation design
- Provided feedback to students via Figma, Miro, and Notion to enhance their UI content

UX Writer Apprentice, UX Writers Content Collective

Aug 2021 - Nov 2021

- Established information architecture, voice and tone, terminology, and pattern standards
- Analyzed data to extract themes and insights for product strategy
- Created presentations, prototypes, and wireframes aligned with client goals

### UX Projects

#### **Onboarding first-time mobile users**

*Forms, Profiles, and more Aug 2021-Nov 2021*

- Onboarding users who are seeking employment gigs or posting them
- Created concepts using mock-ups and prototypes from sketches and wireframes
- Resulted in established comprehensive content strategy framework for e-mail campaign and new user onboarding flow

## My contact

Atlanta, GA

[janiessanorice@gmail.com](mailto:janiessanorice@gmail.com)

## My Portfolio

[My LinkedIn](#)

[www.janiessanorice.com](http://www.janiessanorice.com)

## My Expertise

### *Technical Skills*

- Accessibility
- [AI Mobile/PC Experiences](#)
- [Design Systems Thinking](#)
- [Empty States](#)
- [Error States](#)
- [Forms](#)
- [Prototyping \(lo/hi\)](#)
- [Permissions\(device\)](#)
- [Cross-device Experiences](#)
- [Terminology](#)
- [User Scenarios/Tasks](#)
- [UX Writing](#)
- [Wireframing](#)

### *Design Tools*

- Adobe XD
- Figma
- Miro

### *Research Tools*

- Hotjar
- User Interviews
- UserTesting.com

## My Education

**Arizona State University**

*Walter Cronkite School of  
Journalism and Mass  
Communication*

Bachelor of Arts, (B.A.):

Mass Communications and Media  
Studies

*Graduated May 2017*

## My Certifications

- Systems Thinking for UX Content (2024)
- UX Writing Fundamentals (2021)
- User Experience Interface and Design (2021)