

# 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)