Amy Hoellwarth

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Lead Content Designer | UX Writing Strategist | AI/ML Content Systems

Content design leader with 10+ years driving content strategy, digital engagement, and user-centered communications. Expert in creating accessible content across web, email, and social channels that improves transparency, strengthens organizational trust, and increases audience engagement through scalable systems and data-driven approaches.

Skills & Tools

Content Strategy | UX Writing | Information Architecture | Microcopy | Content Systems | Documentation | Style Guides | Social Media Campaigns | Community Engagement | Digital Marketing | SEO | Content Management Systems (CMS) | Metadata & Taxonomy | AP Style | Accessibility | Inclusive Language | User Research | Usability Testing | Cross-Functional Collaboration | Project Management | Adobe Creative Cloud | Office 365

Professional Experience

Content Design Director & Storyteller
Content and Chaos | *06/2025 – Present*

- Wrote and self-published 5+ books, building engaged readership and growing social media presence by 100%.
- Developed multi-platform marketing strategies across Instagram, TikTok, Threads, and Facebook, driving 100+ preorders.
- Designed author website integrating SEO, content marketing, and interactive features to boost user engagement by 50%.
- Produced creative assets including character profiles and immersive media campaigns, resulting in 100% growth in newsletter subscribers.
- Leveraged data-driven strategies and A/B testing to optimize ad spend and audience targeting, achieving 23% conversion lift.

Principal Content Designer
Autodesk | 09/2021 – 06/2025

- Led content strategy for internal tools, admin workflows, and developer systems, improving discoverability by 75% and reducing onboarding time by 40%.
- Created scalable documentation systems and internal style guide adopted by four cross-functional teams.
- Built IA frameworks, metadata tagging models, and naming systems that streamlined navigation and improved self-service support by 30%.
- Designed tone guardrails and system test cases for AI-integrated experiences, boosting consistency and NLU performance by 21%.
- Collaborated with product managers, engineers, and researchers to align UX content with usability, compliance, and accessibility standards.

- Mentored designers and non-writers in structured authoring, content systems thinking, and inclusive language practices.

Senior Content Designer
StubHub | 03/2019 – 09/2021
- Built content guidelines and voice frameworks across app and web flows, improving engagement by 22%.
- Designed chatbot and escalation flows that improved containment by 26%.
- Delivered taxonomy updates and IA audits to improve support navigation and search functionality.
- Led UX content for secure transaction flows and digital interfaces, creating microcopy that improved task success.
- Developed modular content patterns that increased delivery speed by 20% while maintaining quality standards.
- Partnered with research and accessibility teams to run usability studies and align language with regulatory guidelines.

Content Designer
Western Union | 03/2018 – 03/2019
- Designed help flows and onboarding content for international users, increasing retention by 23%.
- Created multilingual, localization-ready documentation structures that reduced translation rework by 25%.
- Partnered with product and design teams to improve findability and content accessibility.

Content Manager
Hawk Ridge Systems | 04/2012 – 01/2018
- Developed content strategy for web and email campaigns, increasing conversion by 25%.
- Led CMS migration and SEO overhaul that boosted organic traffic by 40%.
- Built internal content workflows and documentation standards.

Education

Bachelor of Science, Digital Marketing, Arizona State University
Associate of Science, Design & Visual Communications, Silicon Valley College