



Libbie Miller

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| Denver, CO (Remote)

T-shaped UX professional with 10+ years of experience, leading end-to-end projects at large tech organizations as well as in a fast-paced agency environment. I'm comfortable driving initiatives independently, but thrive on cross-discipline collaboration.



Experience

HubSpot

Senior Content Designer *Jan. 2022 - Feb. 2024*

- Led product-wide discovery and strategy effort to define a front-door experience to help customers get to product value more quickly, leading to 2024 work prioritization for four product pillars across the organization
- Researched, tested, and created content patterns and principles for the automation group
- Helped launch a simplified version of the core automation tool, simple workflows and developed guidelines and a template library for customers just getting started with process automation
- Drove design decisions for critical changes to the core automation tool, workflows, leading to a 67% increase in adoption of a complex but powerful function within the tool
- Mentored more junior members of the team, and helped fellow content designers better grasp how to collaborate with design partners in Figma

Keap

Product designer *Mar 2021 - Dec 2021*

- Served as lead designer on our mass text message communication features (broadcast text messages and automated text messages) that led to a 15% improvement in cold-message send rates
- Used outcome-driven thinking to design end-to-end experiences, including discovery, onboarding, determining new functionality, and thoughtful integration of our features across the product
- Drove design thinking and user research to test and validate ideas in order to bring the product team actionable insights to ensure sound development

Senior Content Designer (Content/IA focus) *Oct 2017 - Mar 2021*

- Served as sole content designer across the product, developing scalable ways to promote improved, more accessible content using fewer resources
- Collaborated with the Design System team to create better instruction and usage standards for various components of the system
- Drove IA research to overhaul problematic terminology and promote more intuitive navigation



Skills

UI/UX

- Wireframing
- Prototyping
- Design Thinking
- UI/UX design
- Design tools (Figma, Zeplin, Jira, Miro, etc.)
- Workshop facilitation

CONTENT

- Content / taxonomy auditing
- Interaction writing / content hierarchy
- User interaction flows
- Information architecture
- Content systems / modeling

RESEARCH

- User research/interviews (Stakeholders/users)
- Research methods (Tree testing, Kano, comprehension, surveys, card sorts, etc.)
- Research/data tools (UserTesting.com, MeasuringU, FullStory, Amplitude)



Education

Arizona State University

Bachelor of Arts, Communications
Dec. 2004

DesignLab

Certificate: UX Design 101
Jan. 2021

Brainstation

Certificate: UX/UI certificate
Mar. 2021