

KATE PAYNE

CONTENT DESIGNER

HELLO@KATEPAYNE.NET | [LINKEDIN](#) + [PORTFOLIO](#) | +1 347 933 0403

Content and brand strategist with 16 years' experience building connectivity through storytelling. I build connection and community so that people feel good being themselves. I bring an empathetic and analytical approach to elevate content and branding, truly bringing brands to life. I enjoy building collaborative teams and inspiring value-based culture, professional growth and personal wins.

WORK EXPERIENCE

SENIOR UX CONTENT STRATEGIST

08/22 – 01/24

Stellar Elements, an Amdocs Company | Remote/Global

I served as the strategic lead in translating insights and opportunities into meaningful experiences across the spectrum of user journeys we design within an agency environment. My team referred to me as a Swiss army knife, with the ability to utilize varied content skill sets to serve the diverse needs of clients and projects.

- Serving as strategy lead to create innovative solutions across industries; leading user research initiatives and gathering and sharing requirements; contributing to successful sales pursuits
- Leading the preparation of content deliverables like workshops, UX/copy writing, content models, digital style guides, information architecture and taxonomy, and governance plans, etc.; presenting deliverables to client stakeholders and maintaining and artfully managing client relationships
- Managing a team of content strategists direct reports; developing and leading content community of practice group
- Leading employee networking group for the LGBTQIA+ community

BRAND & COMMUNICATIONS STRATEGIST /CONTENT STRATEGIST

07/19 – 08/22

Design Institute for Health, Dell Medical School | Austin, TX

My role as the team's storyteller and translator engaged diverse audiences around how the Institute applied design to solve complex problems in health and healthcare. I managed up, supporting Institute leadership, design teams and external partners, as well as school-wide leadership with people-first approaches to communications and content design.

- Independently implemented the adoption of consistent brand voice and established editorial and communications strategy across platforms and channels based on target KPIs, resulting in measurable increases in engagement metrics
- Worked across interdisciplinary project teams to translate research to internal and external communications; provided editorial calendars, content audits, content models, wireframes, information architecture maps and other content frameworks in support of business, marketing, and brand/communications strategies
- Translated complex concepts and jargon into plain, inclusive language and messages around topics that include: health, healthcare, business, social services, government
- Designed and directly edited CMS tools, including Squarespace, and managed contractors and content teams in executing on content strategy

WORK EXPERIENCE CONTINUED

EXECUTIVE DIRECTOR

08/13 – 06/19

Texas Farmers' Market | Austin, TX

I built Texas Farmers' Market's brand and communications strategy from the ground up. I was the frontline communicator managing emergent events as well as positioning and messaging transformations both internally and externally. Upon my transition to executive director, I brought the mission to life daily through my leadership of the small (but mighty) team, with culture-building and people-first approaches that empowered teammates to grow and thrive in their roles. *Previous role: Events and Marketing Director (08/13 – 01/18)*

- Managed diverse teams including staff, contractors and volunteers as well as key relationships with 150+ vendors; strategic implementation of new leadership model and change management initiative during founder to first executive director transition
- Developed content team, messaging, editorial calendar and social media strategy for a rapidly growing farmers' market group; supported 150 unique businesses with marketing content and strategic guidance
- Implemented operational models and systems including project management tools, cloud-based servers and other efficiency-building applications and platforms

FREELANCE WRITER & EDUCATOR

07/08 – 01/18

Brooklyn, NY | Austin, TX

I developed a lifestyle brand and two related books, which led to teaching classes and developing relationships with businesses and organizations locally and across the nation. My experience includes content strategy, copywriting and project management for both personal and professional clients. I'm a scrappy self-starter who's always eager to foster and facilitate connection.

- Two nationally-distributed nonfiction books published by HarperCollins (2011, 2014)
- Consulted with various non-profit organizations to develop, manage and report on grant proposals
- Workshop and curriculum development; content creation for print and online communications

EDUCATION

Bachelor of Arts with Honors

University of Arizona, Tucson, Arizona

08/01 – 12/03

Anthropology | 3.9 GPA

DEVELOPMENT & CERTIFICATIONS

Cultivating Creative Collaboration Cohort Course

IDEO U | 2023

Button Content Design Conference

Brain Trust | 2022

Building Organizational Cultures: A Framework for Leaders

Harvard Division of Continuing Education | 2021

Whiteness at Work

Adaway Group | 2021

How Design Thinking Protects White Supremacy, Parts 1 and 2

Creative Reaction Lab | 2020 – 21

Courageous Conversation, Beyond Diversity

Pacific Educational Group, Inc. | 2018

ADDITIONAL SKILLS

Ethnography - Workshop Facilitation - Critical Thinking - CSS/HTML - DEI+B
Leadership - Adobe Creative Suite/Asana/Miro/Airtable/Figma - Agile - Herding Cats