

Janine Child

Content Strategist & Designer

15+ years creating experiences with content and design across physical and digital platforms. Nielsen Norman UX certified and multiple design thinking credentials from IBM, where I led the content strategy of the Carbon Design System, Carbon for IBM.com Design System, and Partner Ecosystem for several years.

CONTACT

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EXPERIENCE

Experience Designer & Content Strategist

Botanists Hill · Apr 2023 - present

Creating a luxury getaway experience in south-eastern Tasmania, including styling, branding, and developing a content strategy and social media presence.

Content Strategy Lead

IBM Partner Plus · Jun 2022 - Mar 2023

Worked with executives, marketing, creative consultants, and other designers to develop the new partner site for IBM business partners.

Highlights:

- Developed the content strategy for site and individual pages.
- Designed the IA and navigation for the new site.
- Mentored other content creators in best practices for using design system components to tell a story.
- Conducted analysis of competitor sites, as well as customer research, reviewing vocabulary and information architecture, for alignment with the program goals.
- Member of the IBM Style Council, responsible for content style and guidelines for the company.

Content Design & Strategy Lead

IBM Carbon Design System · Jun 2019 - Jun 2022

Managed content strategy and messaging for the design system and created resources and guidance for designers and content designers to help development and drive consistency.

Highlights:

- Created a new website IA that transformed the site from a library of assets to one that supports new and regular users of the design system. Read more on Medium: [Carbon's new information architecture](#).
- Wrote design system's [content guidelines](#) to help UX writers across the company drive consistency of experience through content.
- Developed documentation templates for [components](#) and [patterns](#) to empower teams to create their own consistent and comprehensive guidance.
- Wrote and edited content across the site. To see specific design system guidance, see the [Empty States pattern](#).

Senior Content Designer

IBM Watson Group · Aug 2018 - Jun 2019

Worked with designers and other stakeholders to follow content and UX best practices for the Watson Assistant chatbot.



AREAS OF EXPERTISE

Content Strategy
Content Leadership
Design Systems UX Research
Team Leadership Publishing
Stakeholder Management
Documentation

EDUCATION

Bachelor of Arts

English, Political Science

University of Melbourne, 1995

UX Certification

Journey Mapping | UX Basics
UX Deliverables | UX Principles
UX for Responsive Sites

Nielsen Norman Group, 2017

PUBLICATIONS

[Styling strategies using typography](#).
Jan 2022

[Carbon's new information architecture](#) | Sep 2020

[Seven new UX patterns for Carbon](#)
Jan 2020

EXPERIENCE

Senior User Experience Designer

Lifesize · Jun 2015 - Jul 2018

Experience and content design for videoconferencing solutions across web, desktop, mobile, and hardware devices.

Highlights:

- Lead UX designer for redesign of web app and new line of videoconferencing room systems.
- Managed content strategy across products for consistency of language and tone.
- Generated and iterated designs, and negotiated viable solutions that balanced user needs, business goals, and engineering possibilities.
- Conducted usability tests with sketches, wireframes, user flows, and prototypes at varying levels of fidelity throughout the design and development.

Head of Publishing | The Secret film and book series

Prime Time US Inc. · Jan 2007 - May 2014

Managed the design of books and digital assets for The Secret film and book, and four subsequent New York Times bestsellers, with worldwide sales 30 million+.

Highlights:

- Managed all things publishing, through ideation, editorial, layouts and visual designs to final production in English and 50+ languages.
- Developed content strategy for repackaging existing content to expand the brand's global awareness.
- Managed the website content and orchestrated a redesign after user research uncovered the need for a change in direction and messaging.
- Developed identity & marketing guidelines, as well as translation guidelines and style guides to protect the company's intellectual property.
- Worked with industry experts to establish policies and practices for new social media programs.

Information Design Manager

StoredIQ · Apr 2006 - Dec 2006

Established the user experience and documentation functions for the e-discovery startup company.

- User experience design: Worked with stakeholders to analyze user roles and design user interactions across the product.
- Content strategy: Created and managed style guide and vocabulary. Developed user guide to support deployment.

Information Design Group Manager

Polycom · Feb 2002 - Apr 2006

Manager of the Information Design department and member of the Human Factors team of Polycom's video division.

Highlights:

- Overhauled documentation solution after determining issues through usability reviews, Support data, and observation of users.
- Contributed to all aspects of product design, including the product vocabulary and labeling.
- Localization management for user interface and documentation: Reduced annual translation costs (from \$300,000 to \$30,000) through illustrations, a standard vocabulary, and a single source content process.
- Formed a network of writers across Polycom divisions worldwide, and defined global standards across publications.

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