When words matter:

Cultivating careers in content design

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Senior Manager, Content Design

Overview

A little bit about me

I'm a content designer based in the Midwest

I love dogs & good coffee …

+ Books (any Irish lit—Yeats, Beckett, Anne Enright)
+ Pasta: Cacio e pepe
+ Dance, Pilates, walking, tennis, being outside!
+ Travel: Paris. I also love canal cities
+ Films: Nocturnal Animals; anything Almodovar

Strong beliefs, strongly held …

- Humans over everything
- Always consider the cost
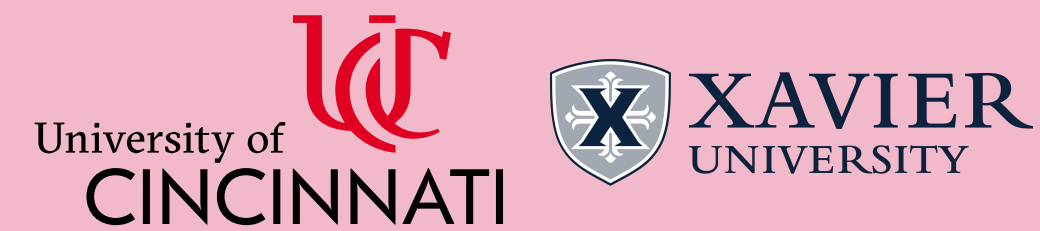- Rest as our divine right
- Economy of words

Where I come from

A timeline of my career

2006-2009

Graduate School,
Xavier Writing Center

2009-2013

Writing Instructor
Xavier, UC, and more

2013-2015

Interactive Content Director,
HOW Design + PRINT Mag

2015-2017

Content + Copywriting
BBDO, LPK

Where I come from

A timeline of my career

2017-2021

UNITEDHEALTH GROUP®

- Copywriting - Marketing
- Creative Dir - Product
- Associate Director (team 6)

2021-2022

GoodRx

- UX content design - lead
- Copywriting & CRM
- Voice & tone development

2022-2023

MEMORA HEALTH

- Content design lead
- Grew team to two CDs
- AI driven programs

2023-2024

FANDUEL

- Content design leader (5)
- Collaborative partnerships
- Tone & voice differentiation

Bridge–builder. Learner

With peers & partners

Champion of people. Defender of words.

I'm the person sent in to negotiate when cross-functional collaboration falls apart. I meet people where they are, help them drop their weapons, and solve problems with a sense of safety and ease.

How? Cultivate trust.

Immediate honesty and respect in collaboration with:

PRODUCT **ENGINEERING** **DESIGN**

RESEARCH **BRAND** **OPERATIONS**

SALES + MARKETING

People first. High craft

I grow writers.

Big picture
- Simplifying complex problems
- Energizing, educating, empowering
- Unwinding ambiguity
- Removing roadblocks
-

Daily
- Coaching, mentoring, listening
- Igniting curiosity & critical thinking
- Being transparent, confronting with care
- "Wide open-door policy"

The team comes first

I believe "leaders eat last."
Shepherding, protecting, and showing up
for people is my purpose.

Their wins are my wins...
= OUR wins

The opportunity

Take stock of the players; identify flight risks and quickly rally around them; determine what near- and long-term success looks like.

Integrate myself as the **new Content Design team leader,** rebrand the discipline for the organization, and reintroduce our practice.

Note: At one year's tenure I had far surpassed the last two leaders' tenures previously in this role.

State of play

Putting aces in their places

A lean team, serving the all business units in the organization

SPORTSBOOK	CASINO	FLYWHEEL

CORE PRODUCT EXPERIENCE	ACCOUNT MANAGEMENT	UPPER FUNNEL	CRM

Building team & culture

The ask: Retrain (retain) and rebuild FanDuel's product-focused Content Design team.

Empower each writer to "own" their product space AND evangelize on behalf of the discipline.

- **Team was disconnected** from one another and flying under the radar
- **They felt ignored**, underutilized and/or over-extended
- **Lacked encouragement** to speak up or set boundaries
- **Nine months of no leadership**/manager

| NG L4 ★ | JL L3 ★ | JP L3 ▲ |
| CG L3 ▲ | NM Intern | |

★ = 2024 promotion   ▲ = underperforming

Implement new ways of working

Rebooting FanDuel's Content Design team

Tactics

- **Hold onsites** to foster familiarity, bonding
- **Foster evangelism**/frequency for presenting
- **Initiate weekly crit** (CD only)
- **Propose reading group**: Content design books

Results

- **Closer CD team** w/ real trust & relationships
- **CDs improve presentation skills**; evangelizing content
- **Feedback friendly;** Speaking up for content
- **Greater connection** to the craft

Igniting internal excitement and collaboration

While the team acclimated to new ways of working, **I carefully crafted and presented internal road shows**, promoting areas where **Content Design could add instant *and* long-term value**, while also re-educating the org on who we are and what we do.

Product leadership

- Assure partners they have clear content leadershipBuild bridges/step in on requests
- Fix in-app inconsistencies
- "Before & After" examples
- Create/reboot voice and tone guidelines
- Fix typos and grammatical errors facing users

Design & Research leaders

- Set up regular check-ins with UXR and UXD
- Encourage each CD to schedule 1:1s weekly designers and product managers
- Help research by testing content via DIY methods

Design system

- Add words to "wordless" design system
- Assign a fraction of a content designer to design system development
- Create and codify content components
- Assemble and formalize Product CD Style Guide

First year wins

How did I do it? *I didn't rush.*

I spent time getting to know each CD—who they are, why they chose content design, and what makes them tick. I cleared a path to do deep, productive work.

> "Erin led the Content Design Team at FanDuel with openness, trust, and an infectious passion for the craft.
>
> My design skills and confidence flourished under her leadership. She gave us autonomy to do our best work, but she was always there when we needed a hand.
>
> Plus, she's a natural relationship-builder—bringing our team closer together while strengthening our connections across the company."
>
> **JL — L3 CONTENT DESIGNER**

- **Quick-hit process wins**
  - work intake & boundaries
  - predictable CD collab/crits
  - roadmap clarity
  - workflow leveling out

- **Voice & tone** across BUs
- **Role descriptions**/hiring rigor
- **OKR roll-ups:** macro/micro levels

CASE STUDY: FANDUEL 2024

Bringing an experiment to life: FTD's

Bringing an experiment to life

Content to combat user confusion

1. Problem to be solved
2. Why First-time desposits?
3. How we did it
4. What we learned

Audience:

All FanDuel product design leadership, peers, and partners across org

WHAT WE KNOW

(New) users are apprehensive about depositing funds to place a Sportsbook or Casino bet

- People who sign up may not have a specific bet they want to place (Thomas, 2022)
- Many customers don't have discretionary funds to bet with or only want to look (Thomas, 2022)
- Participants consider safety and credibility of platform before making FTD (2024)

Reduce user anxiety and increase First Time Deposits

First-time deposits (FTDs) are core to FanDuel's Top 10 product initiatives in 2024, aiming to **improve user acquisition** and **support market dominance**.

Number of first-time depositors, June '23-'24

BRINGING AN EXPERIMENT TO LIFE
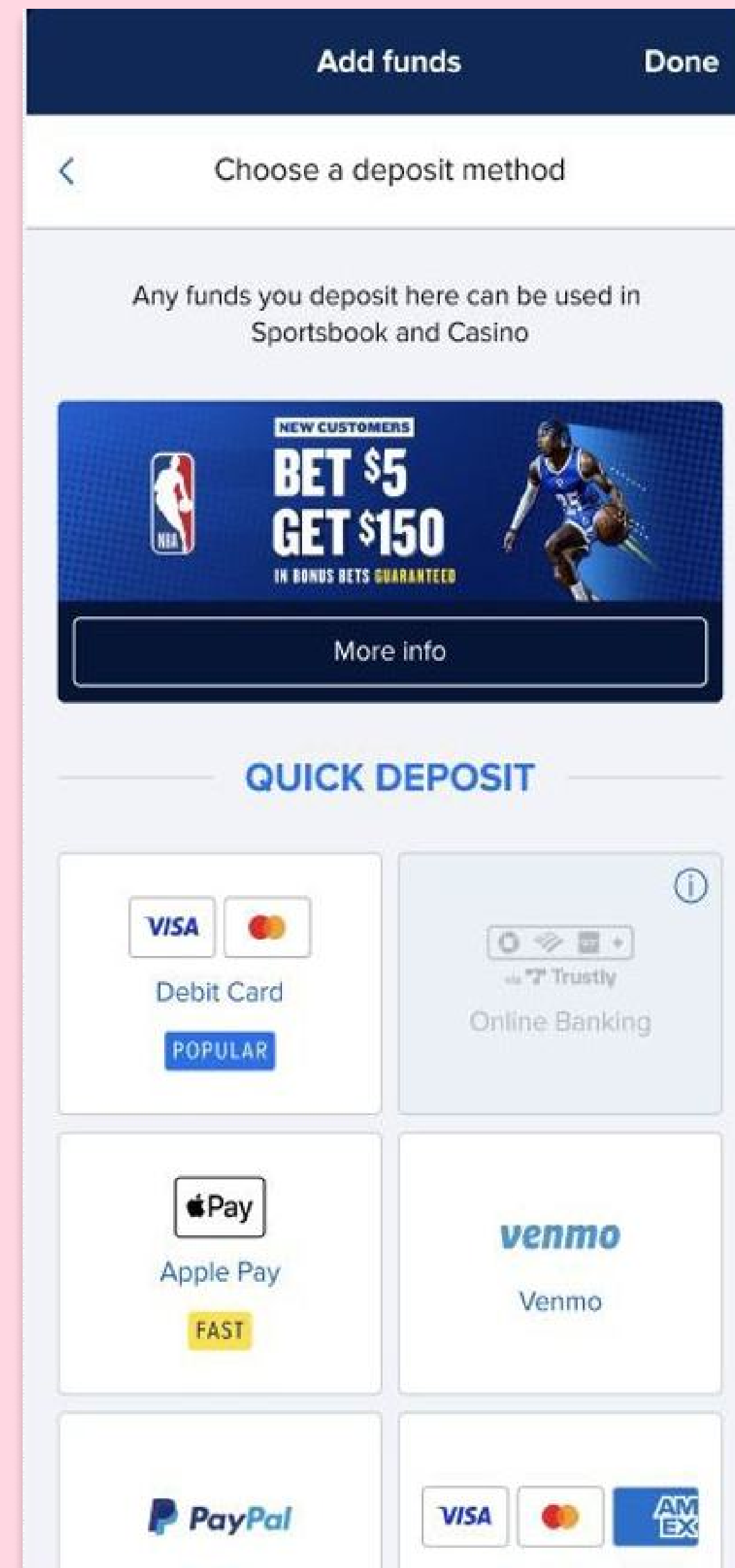
Content design approach

Content to combat user confusion

Content designer JP proposed a full redesign to give users more support around refunds, with a hypothesis that by supporting this **business-critical user action**—so users feel more safe and secure—FTDs will increase.
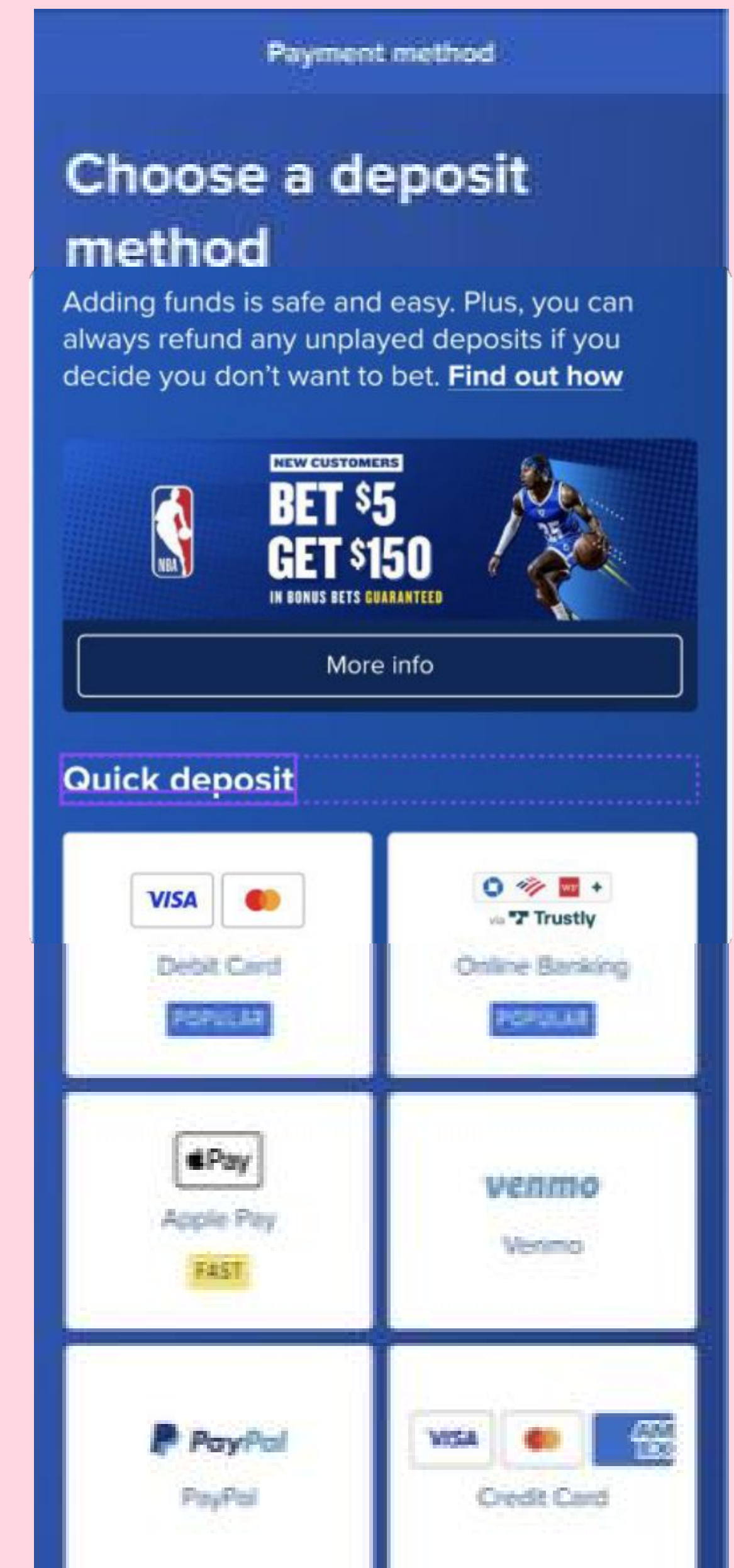
How? Give the user more control

- **Education around "refunds"** and how to find/access refund instructions within the UI
- **Making it easy to get money back** for any unplayed deposits combats user skepticism around the security of FTDs
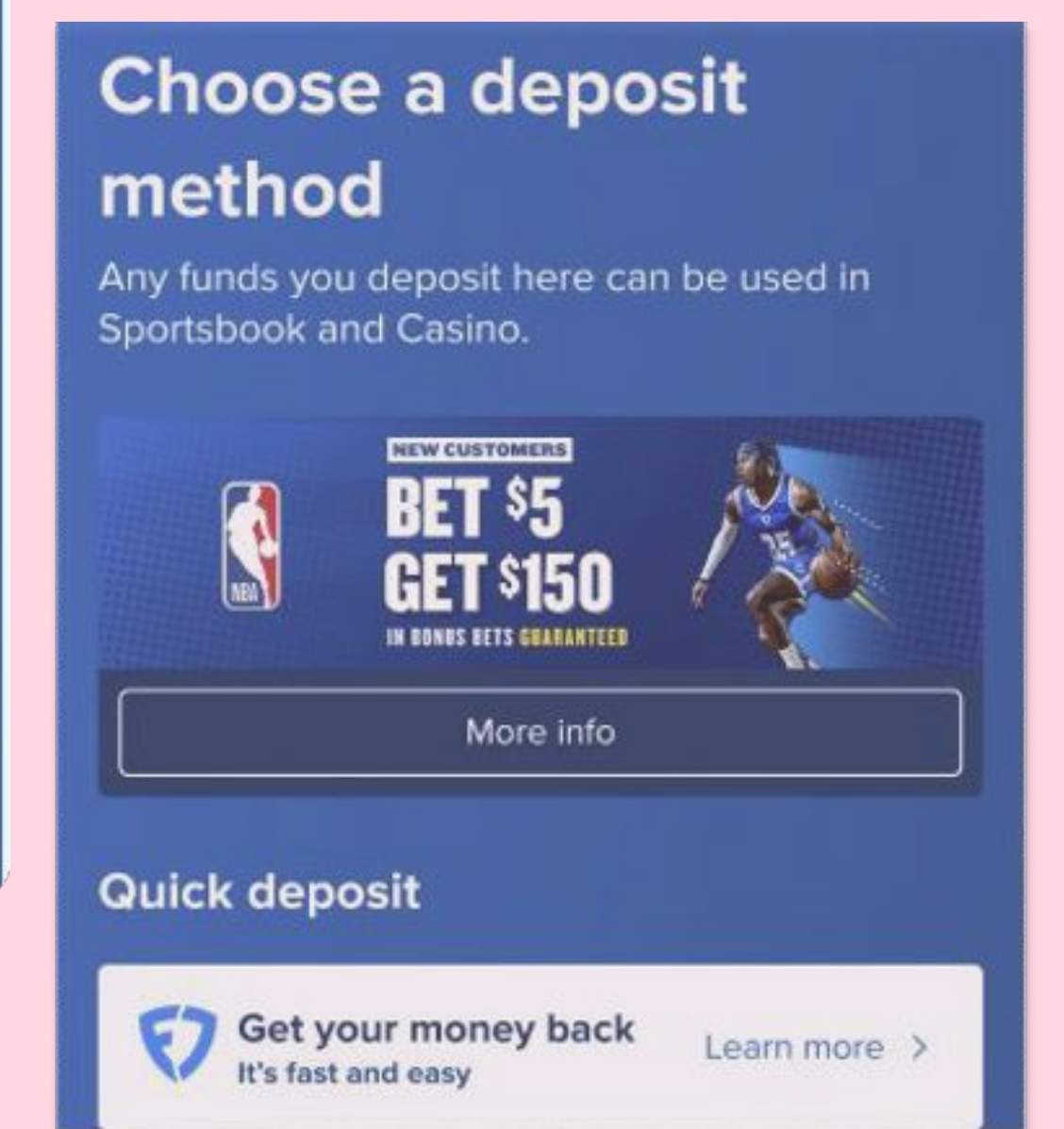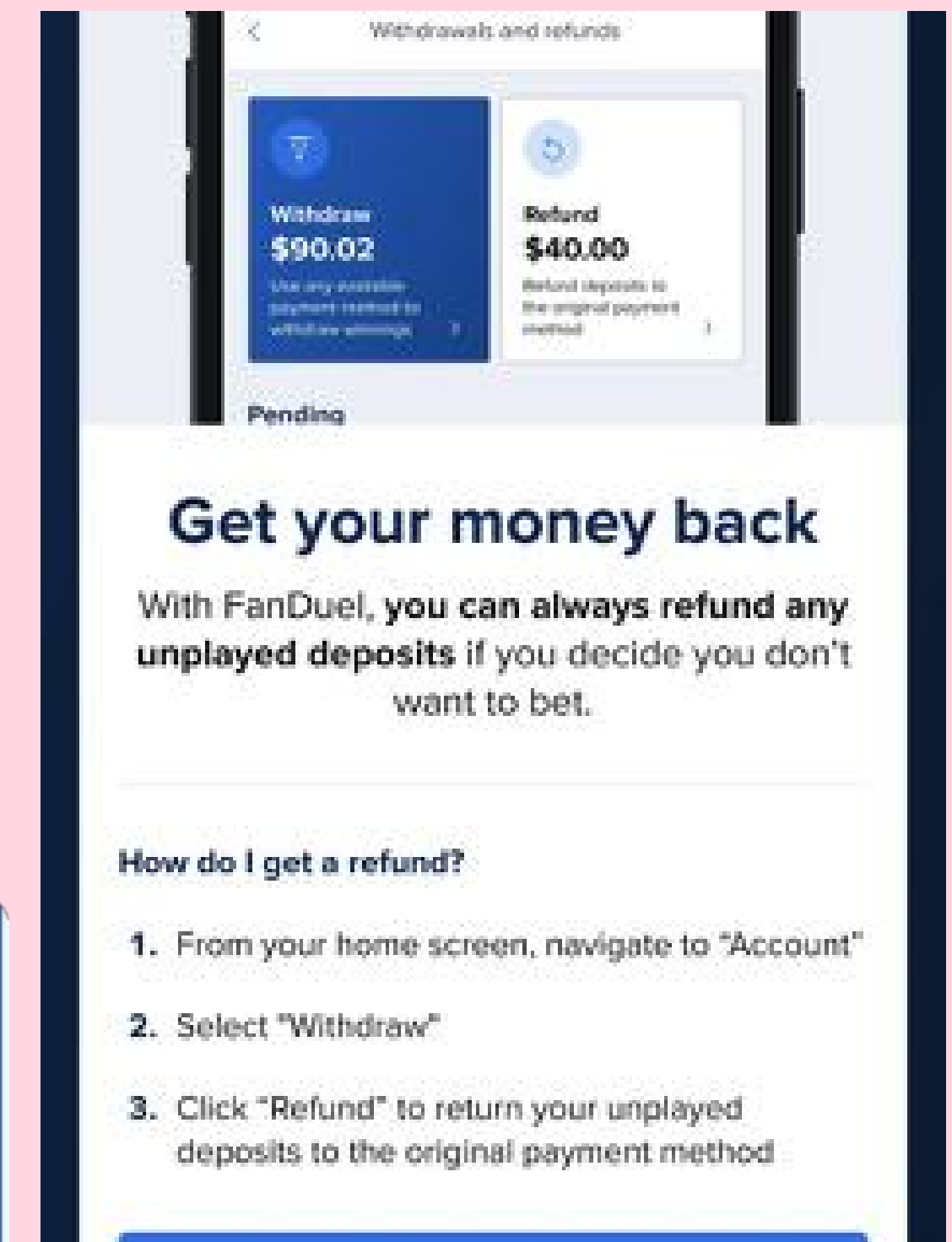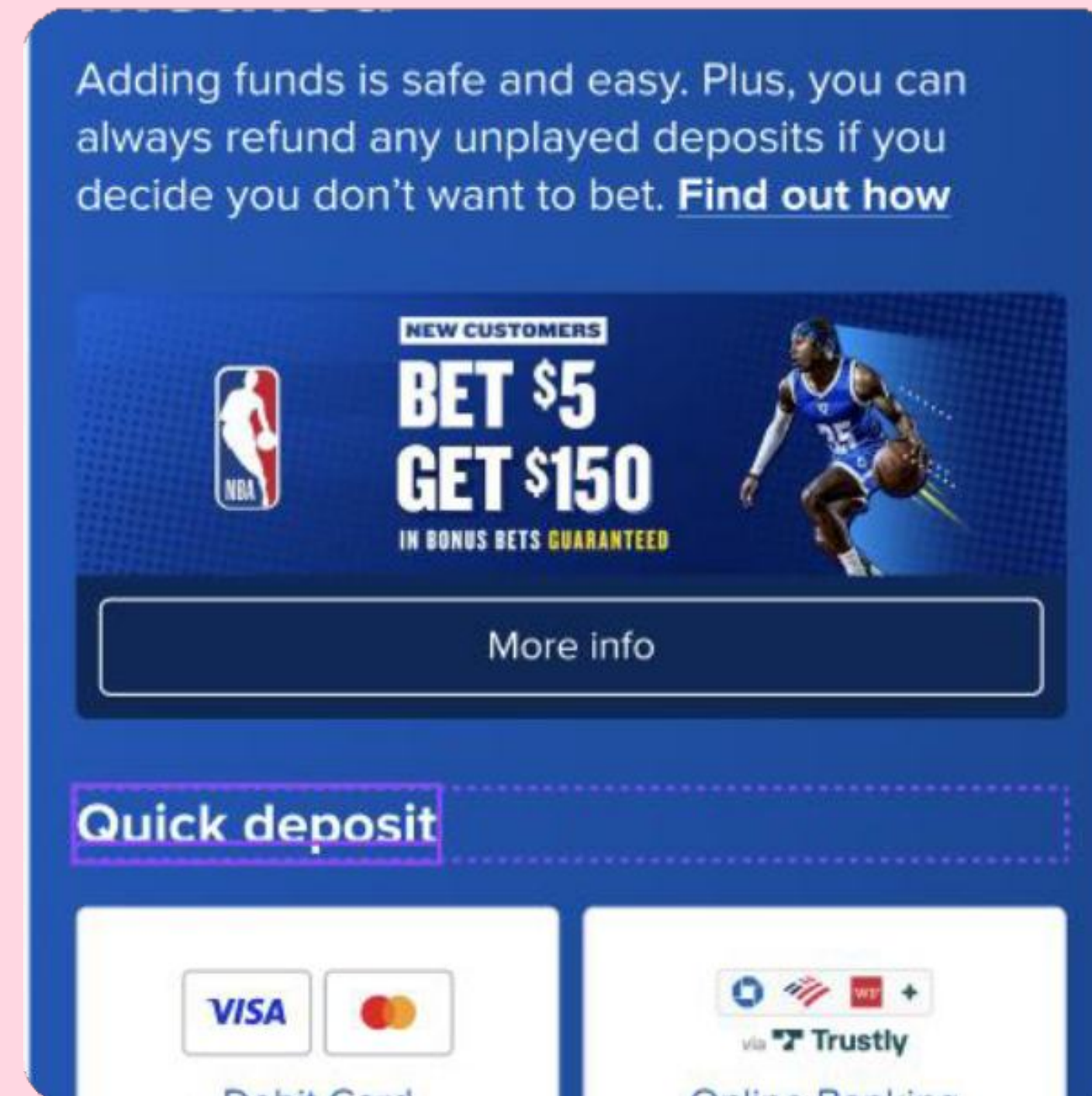- The **user is given more freedom** to change their mind after making a deposit

Add funds   Done

Choose a deposit method

Any funds you deposit here can be used in Sportsbook and Casino

NEW CUSTOMERS
BET $5 GET $150
IN BONUS BETS GUARANTEED

More info

QUICK DEPOSIT

VISA   Debit Card   POPULAR

Trustly   Online Banking

Apple Pay   FAST

venmo   Venmo

PayPal

VISA   AMEX

Payment method

Choose a deposit method

Adding funds is safe and easy. Plus, you can always refund any unplayed deposits if you decide you don't want to bet. **Find out how**

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More info

Quick deposit

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venmo   Venmo

PayPal

VISA   Credit Card

Impact & learnings

Content to combat user confusion

1. Transparency **builds trust**

2. Value in **quick access** = competitive advantage

3. **Safe & easy** access to funds = conversion and **user retention**

"With FanDuel, deposits are quick, safe and secure. You can always refund any unplayed deposits.
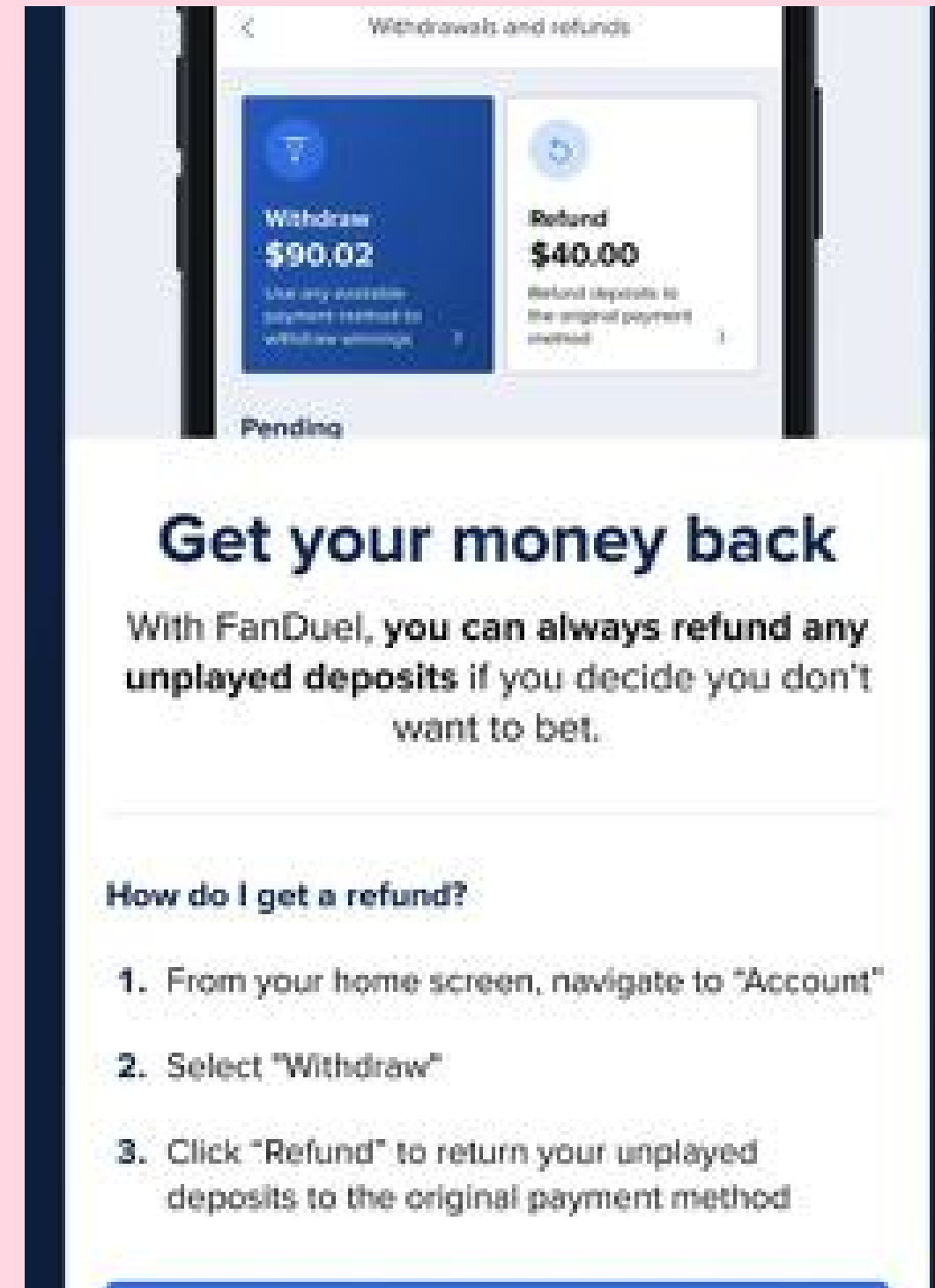Find out how."

Withdrawals and refunds

Withdraw $90.02
Use any available payment method to withdraw winnings

Refund $40.00
Refund deposits to the original payment method

Pending

Get your money back

With FanDuel, you can always refund any unplayed deposits if you decide you don't want to bet.

How do I get a refund?

1. From your home screen, navigate to "Account"

2. Select "Withdraw"

3. Click "Refund" to return your unplayed deposits to the original payment method

Adding funds is safe and easy. Plus, you can always refund any unplayed deposits if you decide you don't want to bet. **Find out how**

NEW CUSTOMERS
BET $5
GET $150
IN BONUS BETS GUARANTEED

More info

Quick deposit

VISA   MasterCard

via Trustly

Debit Card   Online Banking

Choose a deposit method

Any funds you deposit here can be used in Sportsbook and Casino.

NEW CUSTOMERS
BET $5
GET $150
IN BONUS BETS GUARANTEED

More info

Quick deposit

Get your money back
It's fast and easy   Learn more >

BRINGING AN EXPERIMENT TO LIFE

Impact & learnings

Content to combat user confusion

FanDuel's new FTD XP in Q4 2024!

- **User empowerment:** Self-service refunds means users access money faster

- **Reduced support burden:** Greater deposits/ refund literacy = fewer support tickets submitted

- **Competitive advantage:** send customer refund inquiries to Support channels—a gap in the experience and potential for increased anxiety

FD—clear messaging
Easy to follow instructions

DK requires the user to contact Support—multi-step process to get their own money back

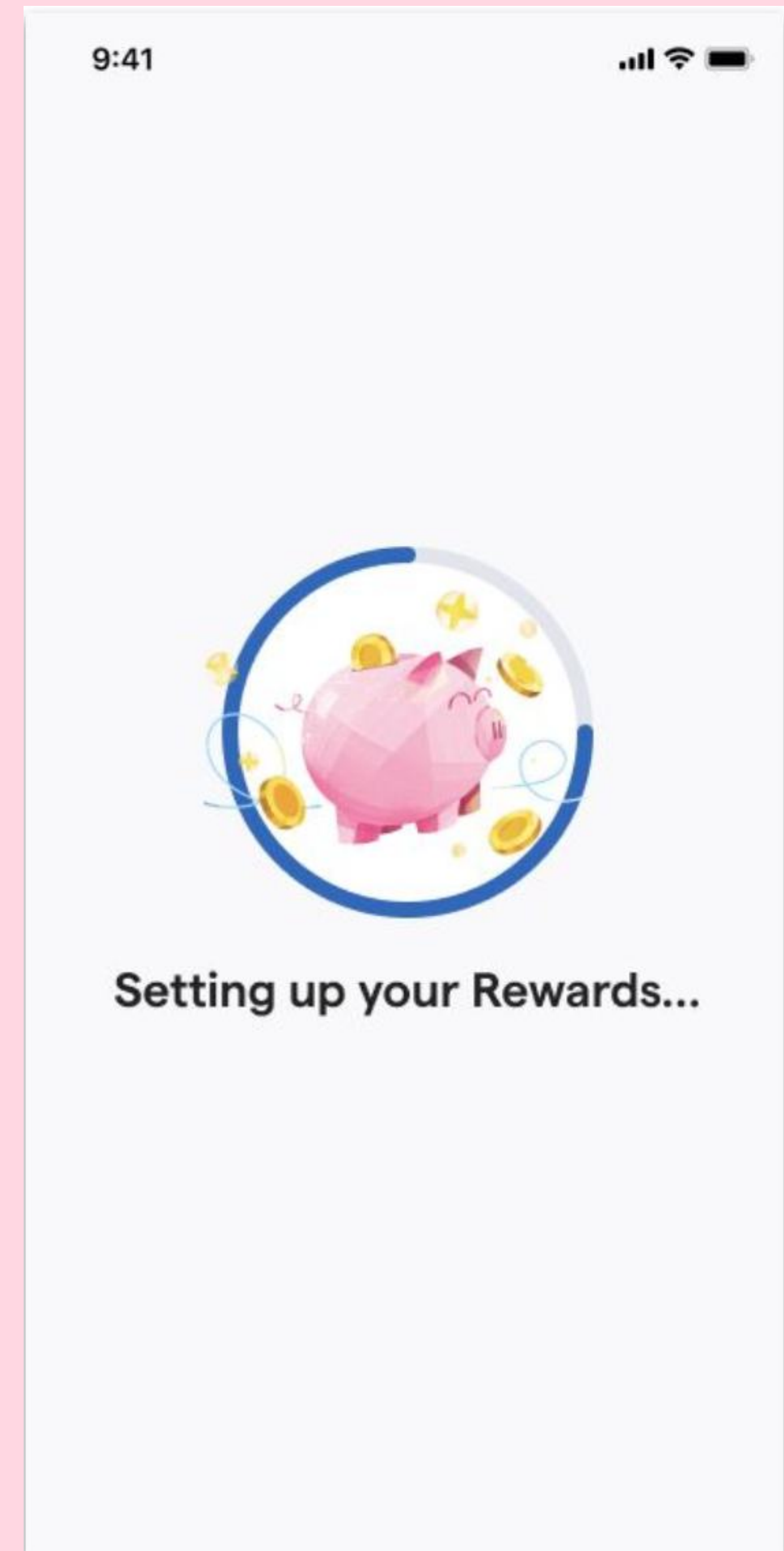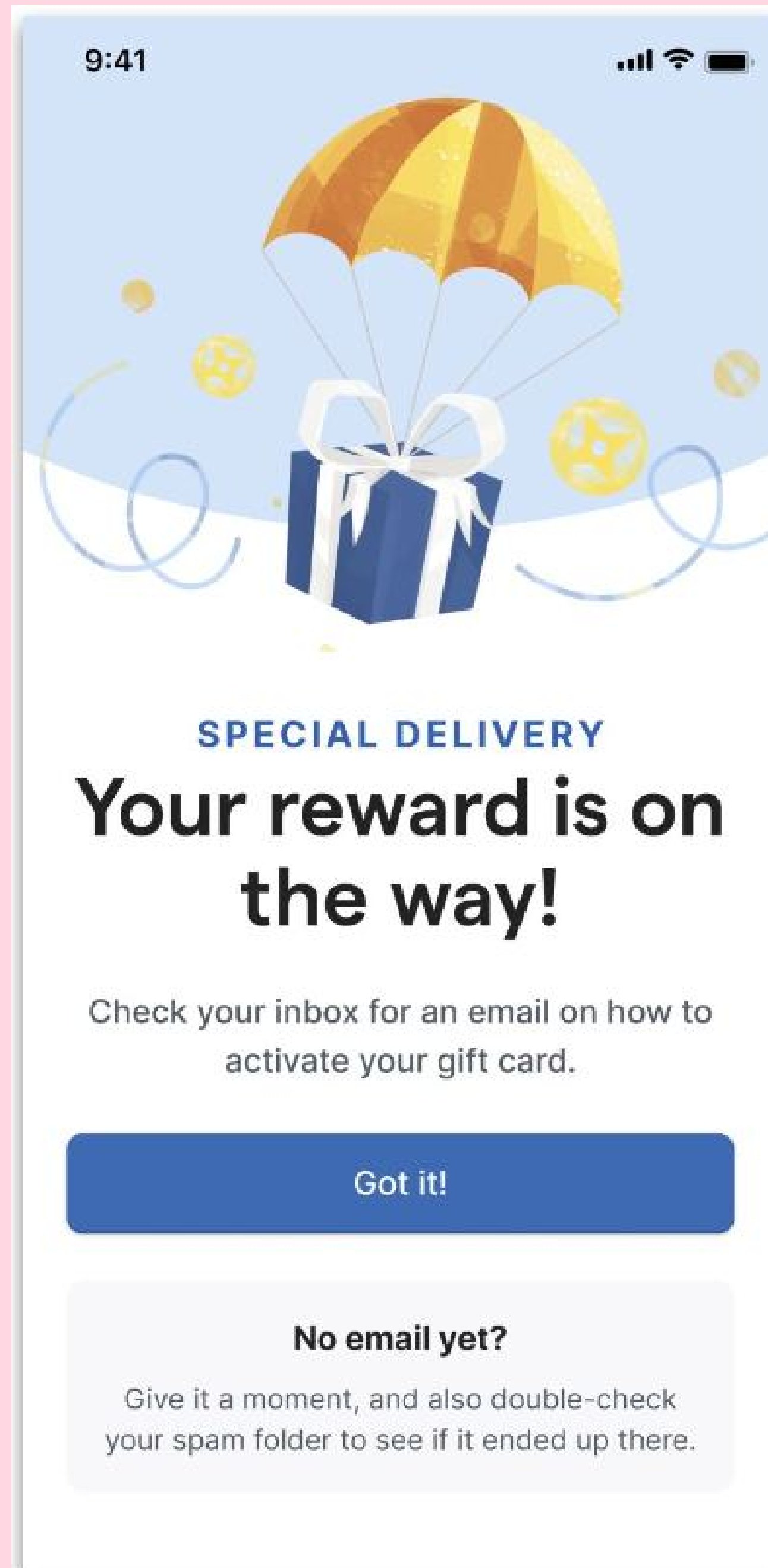CASE STUDY: GOODRX 2021

Capturing Voice

Capturing voice

Redefining tone for a new product

1. Problem to solve
2. Business context
3. Differentiating tone of voice
4. How I did it
5. Internal and external impact

Audience:

The UX / Product Design leadership, peers & partners—some with little previous exposure to content design

SPECIAL DELIVERY

Your reward is on the way!

Check your inbox for an email on how to activate your gift card.

Got it!

No email yet?

Give it a moment, and also double-check your spam folder to see if it ended up there.

Setting up your Rewards...

Some background

GoodRx didn't originally require users to create accounts to access discounts—part of their brand promise. Fast forward into their success: Product leadership realized there was no data on their customers!
Limited opportunities to engage GoodRx users on a frequent and recurrent basis, due to lack of accounts (lack of PHI), etc.

How does the brand build lasting relationships with GoodRx customers if they have no data?

Create a product to engage GoodRx users on a frequent basis

Solution: Rewards program

Hypothesis: Targeted, timely Rx rewards will allow GoodRx to **deepen customer connections**

1x

Most users only return once per year

18%

proportion of users with a GoodRx account

93%

passive fillers (new claims without new coupon)

Monthly (re)fills

most common/frequent reason to return

Differentiating tone of voice

New product needs tone to match

After a thorough audit, it became clear a new **Rewards product would need a tonal shift in voice.** The four existing pillars lacked any celebratory or encouraging tone.

1. **Leading** cross functional workshops
2. **Ideating** common themes into attributes
3. **Refining** to salient tone attributes for a new pillar
4. **Defining** the vocabulary and empathy alignment
5. **Presenting** why Rewards' tone is critical to the success of the (sub)product

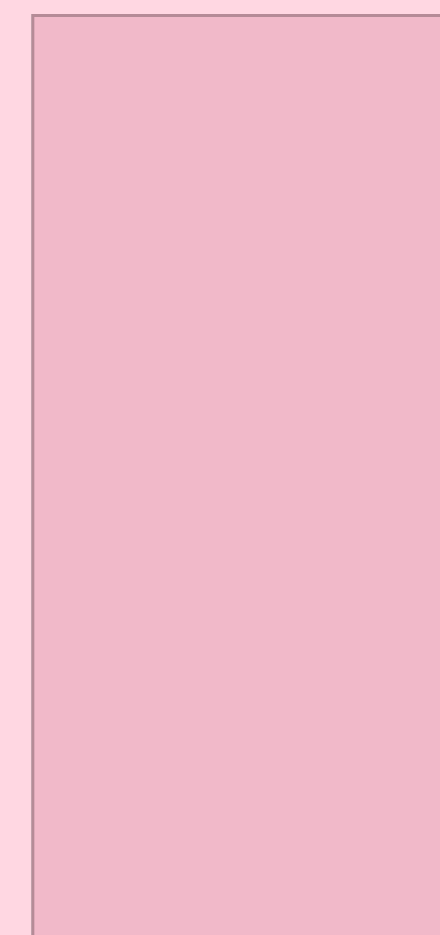Approachable   Empathetic   Empowering   Candid   Light   Celebratory   Fun

GoodRx voice + Rewards tone

Overlayed GoodRx standard pillars with Rewards product (what will it sound like, feel like, etc.) while also adding a new celebratory pillar for moments of delight

APPROACHABLE
By being inclusive and engaging

The Rewards program has something for everyone, regardless of your age, number of medications or health status.

EMPOWERING
By being helpful and encouraging

The Rewards program invites you to pay closer attention to your health, choose positive actions, and share "what's Good" about GoodRx with your family and friends.

EMPATHETIC
By being supportive and understanding

We want to connect with you in a real and supportive way.
Which is why we give you multiple opportunities to earn points when and how you're comfortable.

CANDID
By being human and relatable

We know that taking medication isn't fun. So we do our best to make your experience with us easy, pleasant, and as painless as possible.

CELEBRATORY   *New!!*
By being fun and congratulatory

Making the most of opportunities to lift you up. Keeping it light, airy and evoking humor when appropriate, we reward you for checking in and taking steps toward a healthier lifestyle.
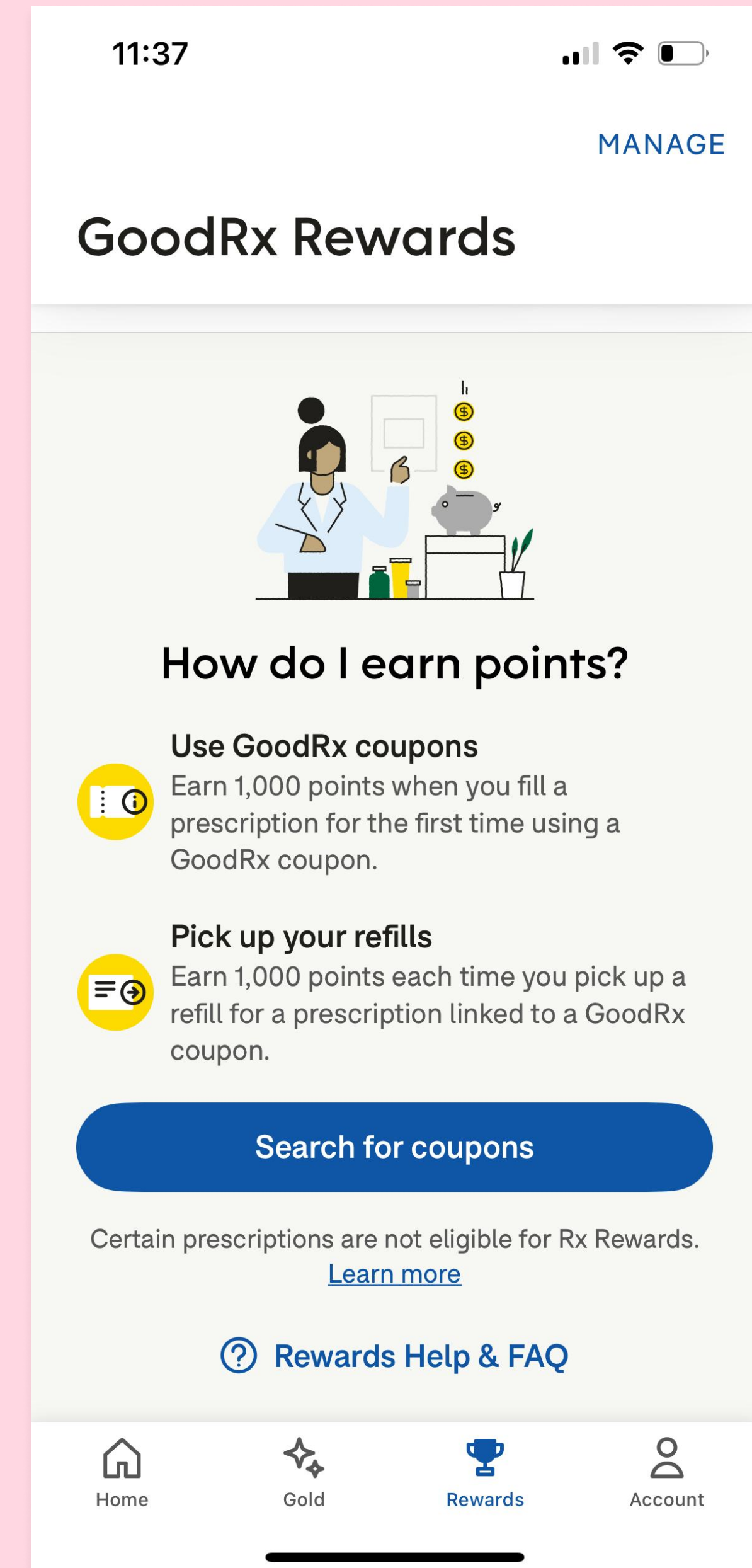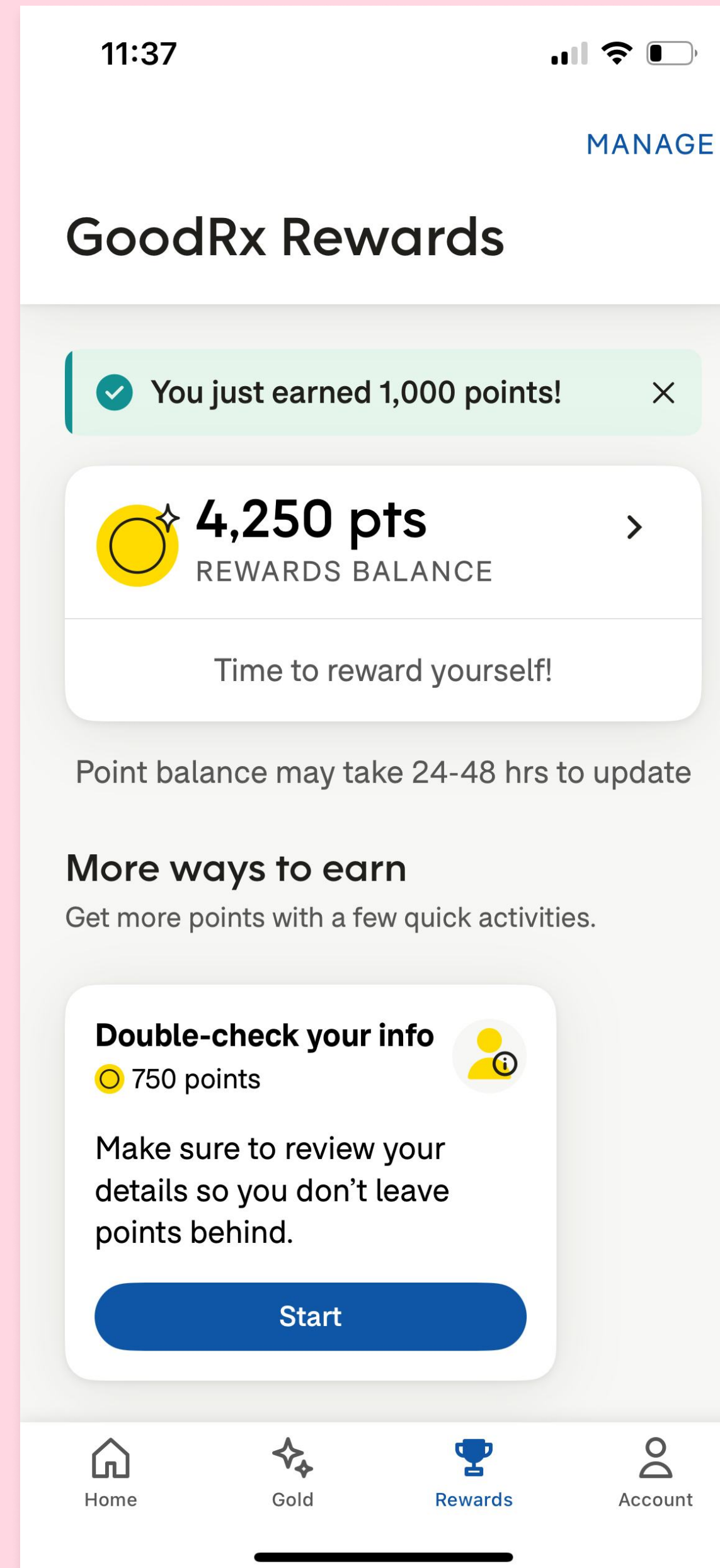
CASE STUDY: GOODRX 2021

Impact & learnings

Voice & tone impact

New celebratory tone of voice pillar unanimously well-received across disciplines, notably Product

- **Celebratory tone used in all Rewards-specific content**
  - Used in CRM — emails, push, notifications, etc.
  - Product marketing & brand team adoption

- **GoodRx Rewards program alive and well today,** using tonal nuance and standards I created

Thank you!