

Content Strategist • UX/UI and Technical Writer • Healthcare Writer • Communication Professional

SKILLS SUMMARY

- Motivated Communication Professional with 18+ years of experience dedicated to creating exceptional user documents that are successful at communicating complex information for an improved end-user experience.
- Excellent writing, editing, and communications skills with a diverse range of experience creating a variety of complex and technical messages including healthcare documents, user guides, instruction manuals, FAQs, how-to guides, training programs, presentations, and marketing and web copy.
- *Applications:* Figma, Miro, InVision, JIRA/Confluence, MS Office 365, Google Suite, Articulate Storyline, Adobe (Captivate, FrameMaker, InDesign & Photoshop), Drupal, WordPress, Agile, Camtasia, SharePoint, Magnet Mail, CMS/CRM (Salesforce), APA, MLA, Chicago Style, Trello
- *Operating Systems:* Windows (10, 8, 7), Mac OSX
- *Languages:* HTML, Spanish (basic)

EXPERIENCE

Freelance Technical/Content Strategist and Designer, Independent Contractor, Remote April 2019 – present

- Write, edit, and proofread content including website content, user guides, FAQs, and training manuals
- Utilize artificial intelligence (AI) technology to enhance the writing experience and curate a comprehensive list of pertinent topics that will be of interest to both current and prospective clients
- Review published materials and recommend revisions to creative teams to improve end-user experiences
- Study product samples and collaborate with designers and developers to develop technical documents
- Integrate graphics, photographs, charts, and animation to expand user understanding of material

Contract UX/UI Designer III/Senior Content Manager, Aetna, Remote May 2024 – October 2024

- Managed Medicare content processes and suggested improvements for content taxonomy such as content management system and Medicare compliance process
- Created internal user guides and referenced documents to refine content processes, resulting in a 25% reduction in content review delays
- Collaborated with Product Design and Accessibility to optimize mobile Medicare shopping experience and educate users on healthcare options
- Developed change management training program for Medicare team to help alleviate anxieties with new processes which increased team productivity by 35%
- Wrote, edited, and proofread website content to enhance B2C Medicare experience

Contract Content Strategist/UX Writer, CVS, Remote January 2023 – June 2023

- Collaborated with various stakeholders to create new company-wide design system
- Conducted competitive research to inform overall design and IA of new company-wide design system
- Organized internal and UX documentation and introduced new user guides and content recommendations

Contract Content Strategist/UX Writer, Aetna, Remote September 2021 – January 2023

- Wrote, edited, and proofread various UX content for Attain by Aetna, a digital health experience available on iOS and Android
- Collaborated with Experience Designers, Content Strategists, Accessibility, Engineering, User Research, and Product Managers to create a unique health and wellness journey for Attain customers
- Researched multiple sources and worked with product managers to organize, write, and edit week-long and specialized wellness journeys focused on nutrition, activity, sleep, mindfulness, and medical content
- Presented work to entire Attain team to gather feedback and showcase current and future user experience ideas

MICHELLE LUCIK ASLANIAN

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Contract Technical/Content Strategist, Zimmer Biomet, Remote & Grand Rapids, MI December 2017 – July 2019

- Created internal and external technical content, with a focus on empathy, for a cutting-edge medical therapy mobile application, created in partnership with Apple, named mymobility
- Organized and wrote user experience (UX) documents for patient and healthcare professionals such as user guides, in-app content, FAQs, and phone/email notifications
- Developed project plan for the content creation of a phone app's overall user content documentation
- Conducted research and interviewed SMEs to determine the focus of end-user technical documentation
- Revised user content and beta-tested products through multiple drafts as new versions progressed

Freelance Copywriter, Aisle Rocket Studios, St. Joseph, MI October 2017 – December 2017

- Rewrote technical product content for over 20 different campaigns into consumer-friendly sales copy
- Proofed advertising and marketing materials and revised UX copy based on client and customer feedback
- Researched and suggested various creative solutions for multiple advertising and marketing projects

Online Education Specialist, Western Michigan University, Kalamazoo, MI November 2015 – September 2017

- Created “how to” videos and online education user guides to help implement new processes
- Built and led multiple training sessions on new CRM and database processes for various stakeholders
- Modernized processes to increase productivity of course rollover management and scheduling by 75%

Communications and Data Manager, AESC, New York, NY & Remote January 2014 – September 2015

- Created and edited technical user guides and training programs for members and interns to increase understanding of organizational processes and goals
- Prepared and developed content design and strategy for new rollout of company website
- Implemented updated version of CRM system, created testing plans, liaised with third-party systems support staff, and ensured smooth integration of technical customizations

Funds Processing Manager, Career Quest Learning Centers, Kalamazoo, MI, & Remote November 2011 – May 2013

- Created and edited systems and departmental training programs along with policy and procedure manuals
- Suggested revisional changes to company website for an improved end-user experience

Interim Regional Director of Financial Aid, Career Quest Learning Centers October 2012 – December 2012

- Promoted to lead team of 11 colleagues on new company-wide SIS migration, transition, and end-user training implementation
- Researched federal regulations, recommended policies, and created and implemented procedures and training programs, resulting in a 50% improvement of system processing time

EDUCATION

WESTERN MICHIGAN UNIVERSITY, Kalamazoo, MI

Master of Arts in Communication April 2013

Capstone Project: Full-day training workshop, “21st Century Strategies for Communicating with Older Adult Patients”

Bachelor of Arts in Communication June 2005

Professional Presentation

Aslanian, M. L. (2013). *Improving Medical Student-Older Adult Patient Communication: A Training Module for 21st Century Learners*. Western Michigan University Medical Humanities Conference, Sept. 26-27, Kalamazoo, MI.

VOLUNTEER AND LEADERSHIP EXPERIENCE

Nature and Animal Rescue Volunteer, Community Programs	2021 – present
Jeter's Leaders, Volunteer	2016 – 2018
New York Cares, Volunteer	2014 – 2015
Communiqué, President	2012 – 2013
Graduate Student Journal, Reviewer	2012 – 2013