

Christine Benson

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For over 20 years I've helped organizations solve key problems by discovering, understanding, and designing the right information and processes to reach the people they need to connect with. My passion is diving deep, learning quickly, and using research to inform decisions.

Core Strengths

- Information architecture
- Research, analysis, and user testing
- Workshops and education
- Content strategy
- Content migration and transformation
- Leadership and mentorship
- UX strategy and design
- Content workflow and governance

Career Highlights

- Led an intranet reorganization project, completed in less than five months, for a nationally ranked healthcare system, consisting of four hospitals and multiple affiliate locations
- Developed research-based personas and redefined the digital strategy for a national yearbook provider
- Led the development of content strategy recommendations for several projects for an international pharmaceutical organization
- Led the execution of a strategic plan to streamline marketing efforts in 40 countries for a pharmaceutical organization—saving the company \$4 million in the first year
- Created a new structure, workflow, and governance process for the online help content of a major electronics retailer, resulting in an operational improvement equal to over \$1 million in products sold
- Led several highly rated workshops at content-focused conferences, presented the keynote at the University of Mississippi Extension annual conference, and have spoken at local high schools and colleges about UX and content strategy topics

Professional Experience

Sorted Content—UX Designer, Information Architect, and Content Strategist, 2020-Present

Collaborate with agency and client teams to design user experiences, informed by primary and secondary research, for multiple websites and products.

- Designed stakeholder surveys, conducted site audits, created site maps, and completed migration plans for a project including over 300 university websites
- Created user flows, wireframes, site maps, and personas and led presentations of the deliverables to key stakeholders

Dialog Studios—Content Strategist, Information Architect, & Co-Founder, 2012-2020

Help clients start content and UX projects, get content work done, and keep content great. Regular work includes content-focused research, information architecture, UX design, user testing, workflow and governance planning, content measurement, and content auditing.

- Founded and co-managed a 100% referral business for 10 years
- Maintained 70% of business from long-term or repeat clients in healthcare, fitness, pharmaceutical, agriculture, higher education, school photography, hospital systems, and financial services

Brain Traffic—Director of Content Strategy, 2008-2012

Led project teams of content strategists and information architects to deliver successful recommendations for a variety of client industries, including consumer electronics, consumer packaged goods, higher education, healthcare, and nonprofits. Helped define the emerging discipline of content strategy through project and thought-leadership work.

Ameriprise Financial—Site Experience Manager, 2006-2008

Defined the strategic and tactical direction for behind-the-login content on www.ameriprise.com, ensuring cohesive online experiences for customers.

- Led UX work on a major site redesign of the behind-the-login site, including a review of all business requirements
- Collaborated with partners to design usability studies, A/B tests, and customer analytics reviews
- Achieved all-time-high site satisfaction scores

Popular Front Interactive—Senior Designer, 2004-2006

Designed interactive experiences, managed production standards, and contributed to online strategies for retail and legal clients. Led a dedicated team of designers for an entertainment-focused e-commerce site.

Musicland, Inc.—Senior Web Designer, 2002-2004

Created interface designs and web promotions for retail entertainment websites, including Suncoast.com and SamGoody.com.

- Represented the UX and UI needs to executives and external partners during a platform migration

Minnesota School of Business & Globe College—Adjunct Faculty, 2002-2003

Planned and taught a variety of interactive design classes.

Fingerhut—Web Designer, 2000-2002

- Designed banner ads and emails resulting in increased sales and conversion, including a 125% quarterly sales increase
- Collaborated with Marketing to design and execute A/B testing, targeting, and segmentation for an \$8.5 million outbound email program
- Managed a team of contract translators for the initial launch of Fingerhut.com en Español

Education

Bachelor of Arts—Studio Arts, [University of Minnesota](#)

Concentration in Photography

Graduate Study—[The University of Georgia](#), study abroad in Cortana, Italy

Photographic and Modern Art Studies and Photography Instruction Assistant

Volunteerism

Folwell Neighborhood Association, Minneapolis, MN

- Volunteer—2017-Present
- Board member, Secretary, and chair of communications committee—2018-2019

CommonBond Communities, Minneapolis, MN

- Community Advisory Board member, 2017-Present