

Christine Benson

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For over 20 years, I've helped organizations solve key problems by discovering, understanding, and designing the right experiences, information, and processes to reach the people they need to connect with. I have a proven track record of success, and my approach centers on 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

- Saved \$4 million in one year by leading the execution of a strategic plan to streamline marketing efforts across 40 countries for a global pharmaceutical organization
 - Generated the equivalent to \$1M+ in product sold by restructuring the online help content and creating a workflow and governance process for a major electronics retailer
 - Achieved a 115% year-over-year increase in average monthly users and 99% increase in monthly sessions for a global manufacturing company by leading the UX for their site redesign
 - Increased leads 406% and total sessions 117% for a technology-driven litigation services provider by leading the UX and UI redesign.
 - Reorganized a healthcare intranet in under five months for a nationally ranked system consisting of four hospitals and multiple affiliate locations
 - Presented the keynote at the University of Mississippi Extension annual conference, led several highly rated workshops at content-focused conferences, and have spoken at local high schools and colleges about UX and content strategy topics
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Professional Experience

[Sorted Content](#)—UX Designer, Information Architect, and Content Strategist, 2020-Present

Collaborate with agency and client teams to design industry-leading 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 high-fidelity wireframes, interactive prototypes (Figma), and comprehensive personas to align stakeholders on product vision

[Dialog Studios](#)—Content Strategist, Information Architect, & Co-Founder, 2012-2020

Regular work included UX strategy and design, content-focused research, information architecture, 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 non-profits.

- 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 the secure client site for Ameriprise.com, ensuring cohesive online experiences for customers.

- Achieved all-time-high site satisfaction scores
- 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

Popular Front Interactive—Senior Designer, 2004-2006

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

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

- Increased quarterly sales by 125% through high-performing banner ads and email designs
- Designed and executed 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 Cortona, 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