

Flavia Santibáñez

Content Design Lead | UX Writing | UX Leadership

I lead teams to design inclusive experiences that improve products successfully, make complex concepts accessible, and bring a human-centered approach to design. With over eleven years working in content and a track record of strengthening brands through innovative and empathetic product flows—I am looking to bring my creativity and knowledge to a team seeking an experienced storyteller.

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📍 Kansas City

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SKILLS

Bilingual

User journey mapping

Content framework/guideline creation

Taxonomy

Leadership

A/B testing

Product ideation

XFN collaboration

Growth content

Design thinking

UX writing & editing

Content strategy

EXPERIENCE

Lead Content Designer on Customer Experience & Integrity (CXI)

DoorDash

12/2023 - Present

Achievements/Tasks

- Evolving the Customer and Dasher experience on DoorDash with a focus on architecture, discovery, and personalization.
- Developed the CXI team's first content-strategy standards through months of language research, trial and error, A/B testing, and collaboration with cross-functional partners.
- Researched, drafted, and polished the conversational designs that brought to life the voice AI phone ordering system recently launched by Papa John's pizza.
- Pioneered the creation of collaborative design system components that focused on both product design and content.
- Continuously contributing to the maintenance of content DoorDash's generative AI governance software, Writer.

Lead DashPass Content Designer

DoorDash

06/2023 - 12/2023

Achievements/Tasks

- Created content guidelines for DashPass and aligned with Marketing to implement cohesive messaging.
- 1000% increase in annual subscriptions and a 14% decrease in subscription churn rate with new messaging strategy implementation.
- Led design workshops with S&O, Product, Legal, and Engineering to find solutions to the biggest problems.

Senior UX Content Designer

Shopify

04/2022 - 05/2023

Remote

Achievements/Tasks

- Lead Content Designer on Intuit > Shopify migration. Collaborated closely with stakeholders from both corporations to understand requirements, goals, and constraints. Designed a unique and intuitive product experience to seamlessly migrate and onboard QuickBooks POS merchants. Designed user journey for supporting app as well.
- Championed content design for Shopify's global Retail Growth team vertical—this included Point of sale discovery, Point of Sale activation, and POS PRO Plan adoption. Pushed content to better meet user needs and consequently improved product discoverability and activation, and increased POS Pro adoption by 30% and a revenue lift of over \$80 million.
- Collaborated with cross-functional teams and other org verticals to bring Point of Sale to every merchant—including those just starting their journey (Starter plan merchants). Increased retail discoveries by 6K in just two weeks.

EXPERIENCE

Lead Content Strategist & Interim UX Content Manager

H&R Block

03/2020 - 04/2022

Kansas City, MO

Achievements/Tasks

- Lead content strategist for H&R Block's online DIY tax product. Set content standards for scalable design systems for the DIY tax product. 2020 post-season improvements to DIY tax experiences generated additional revenue of \$3M+ in 2021.
- Strategized, led a team of writers, and owned the creation and execution of multi-channel, cross-platform content strategies that helped t successfully launch H&R Block's new digital banking app — Spruce.
- Refined voice & tone guidelines for Block Advisors and developed a style guide for Spruce by H&R Block.

Freelance Content Design & Content Marketing

Helix loans - ZOHR - EML Payments - Donnelly College - Bruxelles Chocolaterie

06/2018 - 03/2020

Helix loans - ZOHR - EML Payments - Donnelly College - Bruxelles Chocolaterie

Achievements/Tasks

- Work with in-house or offsite web teams to create new yet cohesive content for all surfaces, including landing pages and ad pages.
- Devise marketing plans & customer flows to better UX and increase client retention.
- Designed AI chat journeys for local bank's loan services.

Content Performance Manager

MAKE Digital Group

01/2018 - 06/2018

Kansas City, MO

Black & Veatch - Allure Eyewear - Benefit Trust - BVCI

Achievements/Tasks

- Merged search engine marketing processes & UX to increase fintech client's organic website traffic by 308.44%.
- Responsible for the day-to-day management of search & UX content strategy, design, testing, and development.
- Wrote marketing & UX content to drive direct response for various clients and markets, from display ads and blogs to landing pages.

UX Writer & SEO Strategist

Various companies—can provide additional details upon request.

2013 - 2017