

Tiana Smith

strategist · designer · bread baker

📍 Broomfield, CO. USA

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🖥️ portfolio: tianachristine.com

👤 portfolio pw: breadfriend

EXPERIENCE

Shopify — Staff content designer

March, 2022 - April, 2026

UX lead for the Shopify Payments disputes, pricing, and insights experience, working alongside the product, engineer, and data lead. Responsible for the UX vision and defining priorities for myself and one other product designer on the team. Previously a UX lead and design strategist on cross-border projects, and led content design for Inventory and Returns.

Capital One — Principal UX content strategist

January, 2020 - February, 2022

Sole content strategist on Dealer Services. Focused on scaling the craft and leading research and strategic design work to improve the car dealer experiences in Dealer Navigator.

PNC — Sr. UX writer

August 2016 - January 2020

First UX writer at PNC. Worked on Online Banking which included the core experience, mobile, and a kids savings account experience. Primary UX'er on a chatbot experiment and led many standardization initiatives which included a content guide that combined UX writing and corporate communications initiatives.

EDUCATION

Carnegie Mellon Univ. — MA in Professional Writing

Graduated in December, 2016

U. of South Florida — BA in Writing, Rhetoric, and Tech.

Graduated in May, 2015

SKILLS

UX

Design strategy, UX prototyping, qualitative UX research (moderated and unmoderated), design systems, product strategy

Content Design

UX writing, content strategy, content operations, writing guides, microcopy, taxonomy and labeling, editing, conversational interfaces for chatbots, information architecture, content models, and technical documentation.

SOFTWARE

Figma, Cursor, Claude and GPT tooling, Midjourney, and G-Suite.