

Justine Banbury

Content Designer | Austin, TX | www.justinebanbury.com | jbanbury3@gmail.com

Professional Experience

IBM | *Content Designer (full-time)*

Austin, TX, July 2020-Present

- Write, curate, and edit product content for accuracy, clarity and usability
- Conduct competitive analysis and user research to inform in-product content and internal communication strategy
- Advocate for content usability by defining best voice, tone, and style practices in partnership with Design, Product, and Engineering

Co-op Content Designer

Austin, TX (remote), March 2020 - July 2020

- Independently developed a content strategy using clear, compelling copy adapted for multiple platforms which resulted in a 40% increase of engagement in Arin Bhowmick's social channels
- Created an application management system for IBM Design applications to external design awards which resulted in a 30% increase in application success within the first 6 months
- Wrote and edited for Arin Bhowmick's blog, interviewing subject matter experts to curate articles about design awards, IBM Enterprise Design Thinking, and thought leadership topics
- Partnered with Marketing to cross-promote design award announcements, published articles on the IBM Cloud and Journey to AI blogs, and developed best practices for teams to improve their social media promotion

Onism Coffee Company | *UX Designer and Researcher*

Los Angeles, CA, June 2020 – Feb. 2020

- Conducted generative research to identify core user needs and market fit opportunities
- Developed design solutions utilizing Adobe XD and implemented first website for the company, resulting in over \$2000 of revenue in the first week

Sports Illustrated | *Editorial Intern*

New York, NY (Remote), Aug. 2020 – Nov. 2020

- Fact-checked and edited content for Sports Illustrated magazine, SI Kids magazine, and SI.com
- Wrote a variety of stories on assignment and from successful pitches

Equip | *UX Researcher*

San Francisco, CA (remote), June 2020 – Oct. 2020

- Spearheaded competitive analysis and user survey to determine user needs
- Utilized user heuristics and collaborated with co-founders to recommend product decisions

Kellogg School of Management | *Research Assistant*

Evanston, IL, Oct. 2019 – June 2020

- Conducted interviews and coded participant responses on behavioral economics and interpersonal relationships

Education

Northwestern University

Evanston, IL, Sept. 2017 - June 2021

BS in Journalism, Business, and Design

GPA 3.8/4.0

Leadership

NU Fencing Team | *3-Time Captain*

Evanston, IL, Sept. 2018-Present

- Youngest team member voted to be a captain as a sophomore.
- Commit 20+ hours a week to being student athlete while juggling a full academic course load

North-By-Northwestern | *Sports Editor*

Evanston, IL, Dec. 2019 – Nov. 2020

- Edited and fact-checked stories while managing eight staff writers on campus newspaper
- Wrote and assigned breaking news, recaps, and in-depth features to maximize sports coverage and encourage original reporting