

# Victoria Manassero

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## Content Designer and Strategist

Experienced content strategist skilled in leading initiatives and teams to analyze and implement clear, concise content leading to sales and revenue growth. Proven track record of demonstrating how strategic use of content and superior end-to-end customer experience are critical to strategic business goals. Worked with a variety of regulated markets and industries: consumer banking applications and sites; financial services; life science research equipment ecommerce sites; health insurance marketplace and portal for providers, consumers, and benefits administrators; property, life, and auto insurance ecommerce sites and Salesforce platform customization; as well as online gambling.

## Areas of Expertise

Service Design | Digital Transformations | App and transactional design | Design Thinking Facilitation  
Confluence and Jira | Figma | iOS Native App Development | Agile Methodologies

## Experience

### U.S. Bank, Experience Design Sr. Content Designer/Writer (Contract)

July 2024 – present

#### *Partnership Banking-as-a-Service*

July 2025 – July 2026

- Analyze existing U.S. Bank screens; work with stakeholders and product owners to intelligently customize banking experiences for our Partner businesses (State Farm and Edward Jones).
- Write content and guide product owner during the experience design process.
- Research and resolve issues independently.
- Follow content design best practices, banking procedures, and compliance requirements.
- Audit and document content design decisions while collaborating with content peers to ensure alignment across all channels.

#### *ATM transformation*

July 2025 – July 2026

- Design an on-brand ATM experience to match the new Shield standards for mobile and online banking.
- Write content and guide product owner during the experience design process.
- Analyze existing screens and propose solutions to the product owner.
- Research and resolve issues independently.
- Follow content design best practices, banking procedures, and compliance requirements.
- Audit and document ATM content design standards while collaborating with content peers to ensure alignment across all channels.

### Wells Fargo, Consumer Bank, Experience Design Sr. Content Designer/Writer (FTE)

August 2022 – May 2024

Design a new transformational banker platform with breakthrough value.

- Led content effort and guide product owners during all phases of design: discover, define, develop, and deliver.
- Analyzed complex business, operational, and technical challenges and propose solutions to the product team.
- Produced conversational, clear, and concise content to support the design of a new banking platform.
- Resolved moderately complex issues independently and led teams to meet deliverables while leveraging content design best practices, banking procedures, and compliance requirements.
- Created and maintained content design standards and guidelines and collaborate and consult with content design peers, product owners, process owners, and business analysts.

**Wells Fargo, Innovation Group, Experience Design****April 2019 – August 2022****Sr. Content Designer/Writer**

- Collaborated with business leaders to create enterprise platforms and consumer products.
- Wrote clear and compelling UX copy, as well as document and manage guidelines for departmental efforts.
- Worked with user research facilitators to test prototypes and refine content design based on user feedback.
- Wrote inspiring content and produce executive scripts, enterprise communications, research findings, corporate onboarding materials, user and quick start guides, video, animation, display media, and more.
- Built a storytelling practice with methodology, curriculum, tools, and narrative guidelines for all Innovation projects and worked with senior Innovation leaders to enable the practice.

**U.S. Bank, Experience Design (Consumer App)****October 2018 – April 2019****Sr. Content Designer/Writer (Contract)**

Wrote explicit, compelling content that adhered to style guidelines for a variety of screens, including instructional, informational, transactional, and marketing, as well as navigation labels, form field labels, error, and alert messages.

- Participated in all UX discussions and contributed ideas how to improve digital experiences and address customer pain points.
- Tested prototypes weekly with users for refinement based on customer feedback.
- Negotiated with the lines of business, legal and compliance to unclutter the content experience while fulfilling required regulations.
- Worked with co-located dev teams to build the highest quality customer experience. Accelerated development of domain-driven services and microservice design.
- Used previous Agile expertise to help U.S. Bank transition to Agile methodology.

**Agilent Technologies, Director of Global Digital Content****July 2016 – October 2018**

Led global content team and established content-related governance boards and councils. Participated as a member of digital channel leadership team. Delivered information quickly, efficiently, and consistently to encourage customers to purchase products and services.

- Raised Agilent's Customer Experience (ACX) score from 50% to 75% by improving product content quality, transforming content to omnichannel data model, and driving optimized information experience based on data.
- Created comprehensive global content strategy and roadmap supporting customer needs and business priorities.
- Managed overall information architecture and taxonomy through an outside-in, customer-focused perspective.
- Owned development and management of content lifecycles and governance for various types of digital content.
- Established best practices for content creation and product information management (including core product content and referenced relationships), publishing, and optimization, as well as overall execution.
- Leveraged web and SEO analytics, KPIs, usability testing, changing business goals, and emerging web content practices to inform content strategy and optimization efforts.
- Participated in requirements and design implementation of content management platforms with marketing.
- Demonstrated regulatory compliance within organization and built processes to meet regulatory requirements.

**Western Union Digital, Director of Global Content****January 2015 – July 2016**

Expanded global footprint and redesigned both platform and app. Created content for all transactional websites, mobile applications, and emails for 220 countries and territories and up to 57 languages.

- Championed desired customer experience and strategic message across all digital properties, ensuring that voice was consistent and on-brand.
- Partnered with colleagues in user experience, product, legal, compliance, project management, fraud, risk, and engineering to promote cross-functional communication and collaboration.
- Documented, refined, and streamlined processes for the entire content lifecycle, including content creation, translation/trans-creation, localization, publishing, governance, and maintenance.
- Hired, led, and mentored global digital content team of 20 in San Francisco, Europe, Central America, and the Asia-Pacific region, producing all content for Western Union's online and mobile channels.

**Wells Fargo, Digital Experience Design****July 2013 – August 2014****Senior Content Designer/Writer (Contract)**

- Wrote UI content for projects across Account Services and Payments and Transfers studios for wells Fargo.com, mobile, and tablet apps.
- Executed and championed content strategy with customer advocacy to inspire stakeholder consensus.
- Implemented launch of Zelle®, and redesigned dispute a transaction, mobile capture and add billers, migrated Bill Pay to a new mobile platform, redesigned wire transfers, managed travel plans, and more.

**Principal (Self-employed)****March 2011 – May 2024****Strategy and Content Design Consultant**

Clients included: Align Technology (Invisalign), Bio-Rad Laboratories, DocuSign, Castlight Health, Churchill Downs and TwinSpires, Minty Fresh Digital (agency), Nomis Solutions, and Planetary Intelligence (AI). Steered qualitative brand messaging research across Europe, Asia, and the United States. Created global content strategies.

**Professional Development**

Digital Transformation: Leading People, Data and Technology, UC Berkeley Executive Education

**Education****Bachelor of Arts (BA) in History**

UCLA