

JACK SNODGRASS

SENIOR CONTENT DESIGNER



CONTACT

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EDUCATION

M.S., SOFTWARE ENGINEERING
Kennesaw State University
In progress, expected May 2028

M.S., USER EXPERIENCE DESIGN
Kent State University
2018 to 2021

B.S., TECHNICAL COMMUNICATION
Kennesaw State University
2014 to 2017

PROFESSIONAL SKILLS

UX Writing & Microcopy
Content Design
Content Strategy
Design Systems
Content Governance
Error Messaging
User Research

TECHNICAL SKILLS

Figma
JIRA & Confluence
GitHub
HTML & CSS
Madcap Flare / Paligo
Adobe Creative Cloud
AI-Assisted Content Workflows
(ChatGPT, Codex)

SUMMARY

Senior Content Designer with 9 years of experience writing and shaping UI text for complex, high-stakes products across enterprise software, cybersecurity, and aviation. At Oracle, I wrote and governed content standards for messaging, forms, and AI-driven components across the Redwood design system, work relied on by hundreds of writers, designers, and PMs. I'm equally comfortable owning a single component's copy end to end or building the guidelines a whole team works from, and I bring that same hands-on range to research, AI-assisted workflows, and cross-functional collaboration. Currently pursuing a Master of Science in Software Engineering to deepen my technical fluency.

EXPERIENCE

Principal UX Content Designer

Oracle · Aug 2022 to Sept 2026

- Wrote and governed UI text standards for Redwood messaging components, including banners, toasts, empty states, dialogs, and field-level validation, relied on across dozens of component types.
- Built a custom GPT and skill trained on the Redwood UI Text Guidelines to answer writer questions and help draft on-guideline strings, extending the guidance beyond live meeting hours.
- Converted human-facing UI text guidelines into structured, agent-readable rule files, giving Oracle's new agentic app a governed way to generate on-brand, on-pattern content on its own.
- Conducted original UX research, including multilingual A/B studies, to validate UI copy decisions with evidence rather than by editorial judgment alone.
- Helped run the Redwood UI Text Working Group, a cross-functional forum supporting hundreds of writers, designers, and PMs; stepped in to keep it running after a leadership restructuring and built the REX JIRA kanban board to bring transparency to its backlog.
- Presented guidance updates to design and content leadership, aligning stakeholders across component teams on content standards and terminology.
- Helped build a GPT that automated README writing for developers and product owners, cutting down repetitive documentation work.

UX and Documentation Writer

Contrast Security · Cybersecurity · 2021 to 2022

- Led the implementation of a UX writing process into the engineering and development workflow.
- Developed a content strategy and scalability roadmap for UX writing across the cybersecurity product portfolio.
- Tracked usability-impact metrics tied to UX writing improvements.
- Wrote microcopy for user touchpoints and contributed writing to the internal design system.



Information Designer

SITA · Air Transport Technology · 2018 to 2021

- Managed documentation and web-based help for the baggage portfolio of products.
- Designed user-centered documentation based on real user workflows, using agile methodology.
- Created a writing style guide and template for documentation, distributed company-wide.
- Evangelized the value and impact of UX writing to senior leadership.

Sergeant

United States Army · Operation Enduring Freedom, Afghanistan 2013 to 2014 · 2010 to 2016

- Led a squad of 5 soldiers during combat deployment in Afghanistan, responsible for personnel safety, mission execution, and operational reporting to battalion command.
- Authored mission and incident reports for battalion-level command, an early foundation in high-stakes, precision communication under pressure.
- Operated and maintained heavy-duty vehicles supporting convoy and cargo transport operations in hostile territory.