

Kamila Triplett

PRINCIPAL CONTENT DESIGNER

UX STRATEGY · INFORMATION ARCHITECTURE · CONTENT SYSTEMS · DESIGN SYSTEMS

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I believe the best content design starts long before the first screen or the first word. It begins with understanding how people make sense of the world around them, identifying what's missing, and helping teams build a shared understanding of the problem they're solving.

As a Principal Content Designer with 15+ years of experience, I connect the dots across user needs, business goals, and technical complexity to create intuitive digital experiences. My work spans content strategy, UX writing, information architecture, terminology, design systems, and research — building the frameworks, patterns, and content systems that help teams create products people understand and use with confidence.

CORE SKILLS

UX & Product Design	UX Strategy · Product Strategy · Service Design · Journey Mapping · Rapid Prototyping · Vibe Coding	Content Design	Content Strategy · UX Writing · Voice & Tone · Messaging Hierarchies · Onboarding & In-product Content
IA & Systems	Information Architecture · Taxonomy · Terminology Governance · Content Models · Design Systems · Content Frameworks	Research & Strategy	Validation Research · Research Synthesis · Workshop Facilitation · Stakeholder Alignment · Cross-functional Leadership
Quality & Accessibility	Accessibility / WCAG · Inclusive Language · Localization & Globalization · Compliance-aware Content	Domain Expertise	Healthcare & Regulated Products · Enterprise SaaS · AI Experiences · Ecommerce · Global Platforms

EXPERIENCE

UiPath 2023 — 2026

Principal Content Designer

- Hired as UiPath's first Content Designer to establish the discipline, **define content standards**, and embed content strategy across the platform.
- Led UX writing and content design** for platform navigation, global header, homepage, AI experiences, onboarding, dialogs, alerts, notifications, empty states, tooltips, and in-product guidance, **establishing reusable voice, tone, and messaging patterns** across products.
- Led a platform-wide **information architecture** initiative, including a comprehensive **content audit**, navigation redesign, customer journey mapping, and prioritization framework that aligned product teams around a more intuitive user experience.
- Created the One Platform Language initiative, establishing shared terminology, an object model, naming standards, and governance that improved consistency across product, documentation, design, engineering, and marketing.
- Built reusable content standards and design-system guidance for UX writing, terminology, buttons, labels, error messages, feature announcements, and landing pages to improve consistency, accessibility, and scalability.

- Designed and launched an internal **AI Content Assistant** trained on approved terminology, voice, and content standards to help product teams generate more consistent UX content.
- Facilitated research, terminology validation, and cross-functional workshops to improve content quality and influence product strategy across design, product, engineering, documentation, and brand teams.

Wayfair

2021 — 2023

Senior Content Design Lead

- **Led content strategy and UX writing** for the redesign of Wayfair's seller advertising platform, creating clearer workflows for campaign creation, reporting, billing, onboarding, and account management.
- **Defined voice and tone, terminology, messaging hierarchies**, and reusable UX writing patterns that scaled across seller tools and advertising experiences.
- Partnered with product, design, engineering, and research to identify content opportunities, improve navigation, and simplify complex seller workflows.
- **Built content models, personas, journey maps**, and information architecture that aligned cross-functional teams around a unified seller experience.
- Established localization-ready content standards for statuses, errors, calls to action, currencies, dates, and time zones across global markets.

3M

2010 — 2021

UX Architect → Senior Product Designer → UX Design Strategy Lead

- Led UX architecture and **information architecture** for the 3M.com navigation redesign across a global enterprise catalog spanning 3M's **healthcare, medical, industrial, and consumer** product lines — significantly reducing exit rates and improving findability at scale.
- Partnered with a taxonomist to build a new Global Product Hierarchy, restructuring a complex multi-tier catalog — including **regulated personal safety, healthcare and medical products** — for findability across global markets.
- Created the **design-system** standards, templates, and documentation for homepage, product, category, account, and locator experiences, then trained teams worldwide to replicate and localize them.
- Facilitated cross-market workshops and stakeholder alignment, grounding large-scale enterprise UX decisions in user research.

Target

2013 — 2014

Content Strategist

- Built product content strategy and customer decision-support systems — fit guides and buying guides — lifting size-chart coverage **+80%** and conversion **+16%**, with a **50% drop** in internal sizing searches and reduced returns.
- Defined product detail page standards and roadmaps in partnership with search, merchandising, and customer insights.

EDUCATION & CERTIFICATIONS

UX Certificate

Nielsen Norman Group · 2018

MBA, Marketing

Hamline University · 2010

B.S., Speech, Rhetoric & Communications

Kansas State University · 2003

International Journalism Certificate

Universität Trier, Germany · 2002