

Colleen Rafferty

303-956-4516 • New York Metropolitan Area • www.linkedin.com/in/colleenrafferty/ • crafferty@gmail.com

EXPERIENCE

Content Designer

Feb. 2024 – Present

Charter Communications | Stamford, CT

- Designed and led several cross-feature projects utilizing Figma for Spectrum self-service products and platforms, impacting over 30 million residential and small business customers.
- Led the design system migration for small business customers, rebuilding the existing installation experience, leading to lowered call volume, reducing costs by 64 million annually and increasing user satisfaction by 11.5%.
- Piloted an initiative to update the copy deck annotation system, creating a source of truth for copy between Figma and Atlassian Confluence, easing transitions between design, product, and engineering teams, reducing reported documentation errors by 23.4%.
- Responsible for design and content consistency across multiple customer purchase experiences; delivering content and product designs focused on customer education, purchase, and checkout across internet, TV, and streaming entertainment offerings.
- Led initiative to align with multicultural language standards to improve localization in the translation process.

Associate Content Designer

Jan. 2023 – Feb. 2024

Charter Communications | Denver, CO

- Assisted in launching a mobile first design system update, focusing on the self-install effort to combine the web and app experience, which successfully launched to Spectrum's 30.6 million residential customers.
- Strategized with a small team to redesign the entire self-install experience to meet the new design system standards, resulting in an 18% increase of successful installations over the course of 2023.
- Helped refine the content guidelines to better align with customer expected voice and tone from Spectrum.

Content Design Intern

Jun. 2022 – Aug. 2022

Charter Communications | Denver, CO

- Collaborated with UX Designers and Researchers to assist in the creation and modification of designs using Figma, Sketch, and Zeplin improving satisfaction metrics and reducing friction and call volume.
- Facilitated cross-organization consistency by ensuring Figma files were effectively labeled and efficiently organized, leading to better cross-team collaboration and reducing informational complexity.

Store Associate/Graphic Designer

Aug. 2021 – Dec. 2022

The UPS Store | Westminster, CO

- Streamlined The UPS Store franchise's printing process by utilizing Adobe Photoshop, Illustrator, XD, and InDesign to better fit the needs of our customer base while increasing total profits by over 5%.
- Coordinated with individual customers and local businesses to produce graphic design work to specifications while working in a fast-paced team environment.

EDUCATION

University of Colorado Boulder | Bachelor of Science in Strategic Communication

Dec. 2022

- Minor in Business Strategy at Leeds School of Business
- Phi Alpha Delta member

SKILLS

Figma • Adobe Creative Cloud • Google Workspace •
Office 365 • Jira • Confluence • Lucid • Trello

Customer Service • Content Writing • User Experience
• Interaction Design • Accessible First Design