

Justin Palm

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Senior Content Designer

Senior-level Content Designer and UX Writer with 10+ years in the industry, a passion for the user, a marketing background and a content approach that has led to strong business results. ***Proficient in Figma, other design tools and all kinds of AI experience.

Professional Experience

WebMD Health Services (Contract), Nashville, TN

Sep 2023 - Jan 2026

Content Design, UX Writing

- As the organization's only content designer, led content design and UX writing support across 20+ product areas
- Launched (and led the naming of) company's first AI chatbot (Spark) across the platform's entire book of business, leading to 80% of all support requests being successfully resolved by Spark
- Named or renamed 10+ products and features to be more fun, memorable and user friendly
- Brought the reading level of the entire platform down from College to 7th grade
- Revamped and modernized the entire health coaching customer journey, increasing conversion rate by 16.5%, class sign-ups by 51% and driving \$250k in increased revenue
- Created new coaching comms tool (Nudges) that led to an estimated \$410k in cost savings
- Designed and wrote copy for a number of 0 to 1 products, including Side Quests Duel and new health challenges
- Created foundational UX and content resources for the organization (Glossary, Style Guide, etc.)
- Led an initiative with Marketing to better align and reposition all well-being challenges in the market
- Created custom video content to serve a variety of business and user needs, as well as videos for clients
- Audited all Daily Habits guided plans and redesigned the overall user flow to increase sign-ups and engagement

Searchific (Freelance), Nashville, TN

April 2023 - Jan 2025

Content Writing and Strategy

- Wrote content articles for a variety of clients across multiple different industries and provided content strategy

Meta, Nashville, TN

June 2022 - June 2023

Content Designer

- **Product**—Part of a pre-Threads development team in late 2022 to explore strategy and product planning that led to Meta eventually building and launching Threads
- Redesigned a highly technical CRM integration flow for an AI-powered advertising tool—bringing plain language into a jargon-filled space—which led to the product seeing a \$1 billion annual run rate for the first time
- Helped launch a new third-party integration (LeadsBridge) for Meta's "Conversion Leads" ad product.
- Drove a last-minute effort to include user interviews just before a product launch—partnering with three UX researchers, a product designer and product manager—which resulted in five user interviews that led to 12 significant changes in the product
- Lead content designer on Facebook's Business Growth team giving creators and Group admins more tools to grow their audience and drive sales
- Worked on two "New Bets" (0>1) product teams building new advertising experiences to make it easier for users to connect with businesses, get quotes and save money through promotional ads
- **Collaboration**—Collaborated with engineers to create a new lead management tool directly into Facebook's business tools suite, making it easier for advertisers to connect with leads
- Partnered with Facebook's legal and privacy teams to update technical, confusing privacy disclosure language to be more conversational and understandable
- **Content expert**—Rewrote public-facing educational articles that helped developers and marketers understand how to more effectively use Facebook's ad platform
- Led naming sessions to brainstorm and implement new terms for internal and external facing products

- **Marketing**—Filled gaps between product and marketing teams by organizing meetings with key stakeholders and sharing information across disciplines
- **Leadership**—Launched an internal Plain Language initiative to educate content designers and other disciplines about the value of plain language within products, including how to evaluate and test product writing
- Led a weekly design review for other content designers to get feedback on their writing and poured into company culture by organizing social events and virtual get-togethers

Ramsey Solutions, Nashville, TN

Sept 2020 - June 2022

Content & UX Writer

- Wrote emails, ads and articles on health insurance, healthcare and other insurance products that generated thousands of leads and \$600,000 in revenue in 2021.
- Helped launch Ramsey’s new SmartTax product, pinpointing UX issues that were fixed before the roll out, leading to a smoother launch and more sign-ups
- Worked with marketing and product team to redesign end-to-end Auto Insurance customer experience—which increased landing page conversion rate by 50%
- Redesigned a mobile Life Insurance quote flow—collaborating with software engineers, UXR, product and marketing teams to provide instant quotes for customers—leading to a significant spike in key metrics
- Worked with Global Design Lead as content designer to refresh company’s Design System
- Improved UX writing on company’s flagship digital product, Ramsey+ to make it more inviting and encouraging
- Founded and led company’s Writers Guild, an internal training program for all writers and copy editors
- Broke company record for *most articles written in a month* (4x average amount)

Days to Happy (Freelance), Nashville, TN

April 2022 - June 2022

Content & UX Writer

- Contract work for an HR startup that specializes in AI tools to improve employee engagement
- Wrote and refreshed the product’s onboarding experience, streamlining the language to be more human
- Helped founder clarify brand voice and tailored messaging to company’s target demographics

Beyond Today magazine, Cincinnati, OH

Oct 2018 – Sept 2020

Senior Content Writer

- Wrote feature-length articles on a variety of topics
- Trained writers on how to improve their craft including documenting standard operating procedures

The Real Truth magazine, Cleveland, OH

Apr 2006 – Sept 2018

Writer & Content Designer

- Designed content for four different publications with four unique audiences
- Wrote scores of articles for four main publications on a wide range of topics along with ads & marketing material
- Copywriter for numerous six-figure advertising campaigns

Skills & tools

- Self-starter * Inclusive * Global-first * Human approach to content * Highly-collaborative * Attention to detail * Creative * Passionate leader and educator * Proactive communicator * Thorough user researcher
- Figma * Jira * Office Suite * Google Workspace * all kinds of AI tools (ChatGPT, Codex, etc.)

Education

- After graduating High School with AP Coursework in English Literature and American History (Appleton, WI), I pursued a music career and then jumped into the workforce.
- I am a lifelong learner and take self-education very seriously through books, courses and mentorships.

Other interests

When I’m not doing content design, I host a weekly podcast “Killer UX Writing” and write music, poetry and novels.