

VERONICA GARCIA

CONTENT DESIGNER | UX WRITING + CONTENT STRATEGY

Plano, Texas | [linkedin.com/in/veronica-marie](https://www.linkedin.com/in/veronica-marie)

SUMMARY

Content Designer with 10+ years of experience creating thoughtful, user-centered content across product, marketing, editorial, and digital experiences. Skilled at making complex information easier to understand, improving content systems, and using research to inform content decisions. Brings a curious, collaborative approach with a strong foundation in UX writing, content strategy, and content operations.

CORE SKILLS

Content Design | UX Writing | Content Strategy | Copywriting | Content Management | Digital Marketing | SEO | Content Audits | Editorial | Information Architecture | Cross-functional Collaboration

EXPERIENCE

INTUIT | Plano, Texas

Aug 2023 - Present

Content Designer

- Shape content across customer experiences, making complex information easier to understand and act on.
- Collaborate with content strategists, visual designers, researchers, project managers, and product marketers to inform content decisions and shape the customer experience.
- Helped define the creative direction for Intuit Accountants go-to-market campaign, partnering with visual design to bring content and visual design together around a cohesive campaign concept.
- Conduct audience research and refine content structure, messaging, and UX copy to support clearer, more intuitive experiences.
- Use AI tools and evolving content standards to improve quality, support voice and tone consistency, and streamline team workflows.
- Led the launch of the Accountant Education Resource Center, creating a centralized publishing hub that reduced publishing time from 8-9 days to under five minutes and contributed to a 30% increase in unique visitors and a 44% increase in time on page; received Intuit's Innovator Star Award in 2024.

Lead Copywriter & Content Designer, Intuit for Education

Sep 2024 - Jul 2025

10-month internal job rotation

- Selected for a 10-month job rotation, serving as Lead Copywriter and Content Designer across product and go-to-market initiatives.
- Shaped landing pages and in-product flows while also writing blogs, emails, and campaign copy.
- Conducted product copy audits and partnered with different teams to refine messaging across touchpoints.
- Developed SEO-focused content to improve discoverability and increase visibility of Intuit for Education resources.

Junior Copywriter / Content Designer

Sep 2021 - Jul 2023

- Created and edited copy across landing pages, email, direct mail, social media, and sales experiences while maintaining Intuit's brand voice.
- Partnered with visual designers, product managers, and marketing teams to develop customer-focused content from concept through launch.
- Researched audience needs and used insights to inform content recommendations across product and marketing work.

THE AMERICAN GENIUS | Leander, Texas

Staff Writer

Aug 2020 - Sep 2022

- Researched and wrote digital articles covering entrepreneurship, tech, real estate, business, and industry trends for online audiences.
- Pitched stories, interviewed sources, and managed deadlines across The American Genius' Entrepreneurs and Realtors websites.

EPILEPSY FOUNDATION TEXAS / AMERICORPS VISTA | Dallas, Texas

AmeriCorps VISTA

May 2021 - Jul 2021

- Created sponsorship outreach emails, invitations, and event copy to engage local businesses and potential partners, supporting fundraising and development efforts.

ZIOSK | Dallas, Texas

Digital Content Manager

Jun 2017 - Oct 2020

- Managed and curated digital entertainment content across the Ziosk Network, partnering with creative, content programming, legal, customer success, and engineering teams.
- Led the Monthly Trivia Curation Program, developing themed game experiences and coordinating content packages for deployment.
- Maintained the entertainment content calendar, researched audience trends, documented workflows, and tested content deliverables using company-developed CMS and JIRA.

WIECK | Richardson, Texas

Assistant Editorial Manager

Jul 2012 - Jun 2017

- Managed and edited digital newsroom content for Fortune 500 clients including American Honda, Mercedes-Benz, Mitsubishi, Nissan, and Southwest Airlines.
- Prepared and published press releases, coordinated editorial calendars and email campaigns, and managed digital assets across client media sites.
- Used HTML and Adobe tools to format digital content, prepare images, and support multimedia publishing.

EDUCATION

The University of Texas at Austin | Bachelor of Journalism; Bachelor of Science, Radio-Television-Film

CERTIFICATIONS & RECOGNITION

- Digital Marketing Science, Texas Executive Education at The University of Texas at Austin (2026)
- Google Ads Search Certification, Google Skillshop (2026)
- AI Prompting, Texas Executive Education at UT Austin (2025)
- Foundations in Design Thinking, IDEO U (2022)

TOOLS & PLATFORMS

Figma | Adobe Creative Suite | WordPress | JIRA | Workfront | Trello | ChatGPT | Gemini | Claude | NotebookLM
| Microsoft Office