Jenny Scribani

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Summary

Principal content designer, UX leader, and brand strategist with more than a decade of making sense of complicated subjects. I work upstream with product and design, shaping information architecture, naming, and positioning, not just the words on the screen. I build the content standards, design-system components, and AI workflows that help teams ship clear, consistent, localisation-ready content at speed. Fuelled by coffee and a relentless commitment to the Oxford comma, I'm at ease with topics ranging from Byron to blockchain.

Core skills

- **Complex content made clear:** UX writing strategy for both novice and expert audiences
- **Content systems:** style guides, content standards, and content components for design systems
- **Structure:** information architecture, navigation, taxonomy, and product naming strategy
- **AI-first workflows:** generative AI tools, AI skills, and governance to scale content production
- **Evidence:** content audits, user research, A/B testing, and post-launch measurement
- **Leadership:** managing and mentoring content designers, running communities of practice, and training teams

Professional experience

Principal Content Designer | SAP Concur

Vancouver, BC · November 2024 – present

- Lead content strategy across SAP Concur's travel and expense products, owning wording, tone, information architecture, and naming product-wide
- Designed SAP Concur's content design system: diagnosed the biggest friction points in the UI, rewrote the style guide to be UX-first, and created the patterns and guidelines teams use to ship consistent content
- Built AI skills that bring the content style guide to designers and writers across the organisation, making the guidelines easier to find and apply
- Partnered with research to solve information architecture problems with data-backed solutions, and set naming and navigation strategy so names don't collide and menus scale
- Trained the writing team in content design and UI writing, and audit content against best practice, support-ticket trends, research, and competitors to prioritise by effort and impact

UX and Content Strategy Consultant | Scribbles Strategy

Vancouver, BC · January 2021 – present

- **LaunchDarkly** (Principal Content Designer, contract): audited the product IA for a developer feature-management platform, rewrote UX strings and empty states, built reusable content components synced across Figma and Storybook, and wrote the UI Content Guide
- **Kajabi, Visorboard, and others:** built UX content strategies and taxonomy frameworks, overhauled homepage designs, and trained content teams

UX Writing Practice Lead (contract) | Best Buy Canada

Vancouver, BC · January 2024 – November 2024

- Led the content design discipline: a team of seven content designers across three time zones
- Rolled out generative AI tools and governance to scale content production across product groups, and used them to make translations more accurate
- Set best practices for messaging, personas, and content governance, and delivered accessibility training to align with Canadian accessibility guidelines
- Mentored UX writers and designers, and ran the Community of Practice

Senior Content Designer | Shopify
Vancouver, BC · June 2021 – May 2023

- Led content design for the Shopify.com refresh, setting the narrative messaging strategy with C-suite stakeholders; lifted conversion 3% site-wide, 6.47% on core product pages, and 24% on the free trial landing page
- Designed and tested an admin-panel banner that increased annual plan adoption by 2.5%
- Ran user research to design and test a new information architecture for Shopify's global navigation
- Partnered with engineering and translation teams to internationalise the core site into 30+ locales, covering both translation and regional localisation
- Created a cross-organisation messaging framework that aligned audience-segmented messaging across every Shopify team, and built a design system and internal CMS for the new brand identity

Earlier experience

- **Senior Content Strategist, Absolute Software** (2020–2021): managed 10+ writers creating UX and marketing content; built the brand book and key messaging guide
- **Content Marketing Manager, Lighthouse Labs** (2019–2020): led the UX overhaul of the 21-Day Coding Challenge, growing participation from 5,500 to 9,800 in six months; grew blog traffic 50%
- **Content Marketer, Thinkific** (2020): built a content matrix and writer guidelines; grew infographic social engagement 500%
- **Technology Content Lead, Visual Capitalist** (2018): explained blockchain, fintech, and AI through infographics and data journalism
- **Content Creator, GetSmarter** (2018): wrote compliance guidelines and revised the brand book
- **Educator and English Language Teacher, Cape Town** (2012–2017): planned differentiated lessons for students at a wide range of abilities

Education and certifications

- Context Design for AI Content Systems, Maven (2026)
- UX Certified Professional, Nielsen Norman Group (2022)
- Business Value of Design and Designing Stories, Designer Fund (2022)
- MBA Essentials, London School of Economics and Political Science (2018)
- Postgraduate Certificate of Education, University of South Africa (2012)
- Bachelor of Journalism, English Literature and Journalism & Media Studies, Rhodes University (2007)

Selected speaking

- Speaker, Future of UX conference (2026)
- Speaker, Button conference (2024)
- Guest, Content Strategy Insights Podcast (2023)
- Guest Lecturer, California College of the Arts (2022)
- Speaker, Shopify New York City Merchant Sessions (2021)