

JACK SNODGRASS

PRINCIPAL UX CONTENT DESIGNER



CONTACT

+1 678.477.1839
mrjacksnodgrass@gmail.com
LinkedIn.com/in/jacksnodgrass
jacksnodgrass.com

EDUCATION

M.S., SOFTWARE ENGINEERING
Kennesaw State University
In progress, expected May 2028

M.S., USER EXPERIENCE DESIGN
Kent State University
2018 to 2021

B.S., TECHNICAL
COMMUNICATION
Kennesaw State University
2014 to 2017

PROFESSIONAL SKILLS

Content Strategy
Content Governance
UX Writing & Microcopy
Design Systems
Error Messaging
User Research

TECHNICAL SKILLS

Figma
JIRA & Confluence
GitHub
HTML & CSS
Madcap Flare / Paligo
Adobe Creative Cloud
AI-Assisted Content Workflows
(ChatGPT, Codex)

SUMMARY

Senior UX Content Design leader with 9 years of enterprise experience across aviation, cybersecurity, and enterprise cloud software. At Oracle, I lead the Redwood UI Text Working Group, governing writing standards across one of the largest enterprise design systems in the world, supporting hundreds of writers, designers, and PMs. I specialize in building the content systems, governance frameworks, and cross-functional processes that scale UX writing beyond individual contributors. Currently pursuing a Master of Science in Software Engineering to deepen my technical fluency and accelerate a path toward content design leadership.

EXPERIENCE

Principal UX Content Designer

Oracle · Aug 2022 to Present

- Lead the Redwood UI Text Working Group, a cross-functional governance body serving hundreds of writers, designers, and PMs across Oracle's Redwood design system.
- Own content standards for messaging components, including banners, toasts, empty states, dialogs, and field-level validation, governing guidance relied on across dozens of component types.
- Assumed full ownership of the working group following a leadership restructuring, inheriting the weekly cadence and Slack support channel; built and launched the REX JIRA kanban board to bring transparency and structure to the group's backlog.
- Conduct original UX research, including multilingual A/B studies, to validate UI copy decisions at the system level rather than by editorial judgment alone.
- Present guidance updates to design and content leadership, aligning stakeholders across component teams on content standards and terminology.
- Built and evangelized a UX writing process integrated into Oracle's product development lifecycle, adopted by product teams across the organization.
- Built a custom GPT and skill trained on the Redwood UI Text Guidelines to answer writer questions and help draft on-guideline strings, extending the working group's guidance beyond live meeting hours.
- Converted human-facing UI text guidelines into structured, agent-readable rule files, giving Oracle's new agentic app a governed way to generate on-brand, on-pattern content on its own.

UX and Documentation Writer

Contrast Security · Cybersecurity · 2021 to 2022

- Led the implementation of a UX writing process into the engineering and development workflow.
- Developed a content strategy and scalability roadmap for UX writing across the cybersecurity product portfolio.
- Tracked usability-impact metrics tied to UX writing improvements.
- Wrote microcopy for user touchpoints and contributed writing to the internal design system.



Information Designer

SITA · Air Transport Technology · 2018 to 2021

- Managed documentation and web-based help for the baggage portfolio of products.
- Designed user-centered documentation based on real user workflows, using agile methodology.
- Created a writing style guide and template for documentation, distributed company-wide.
- Evangelized the value and impact of UX writing to senior leadership.

Sergeant

United States Army · Operation Enduring Freedom, Afghanistan 2013 to 2014 · 2010 to 2016

- Led a squad of 5 soldiers during combat deployment in Afghanistan, responsible for personnel safety, mission execution, and operational reporting to battalion command.
- Authored mission and incident reports for battalion-level command, an early foundation in high-stakes, precision communication under pressure.
- Operated and maintained heavy-duty vehicles supporting convoy and cargo transport operations in hostile territory.