

Contact me:

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Lauren Ashley

Technical Content Engineer

My Technical and UX Writing experience has inspired me to become an advocate for users of software interfaces.

Becoming a user advocate has surfaced my passion and desire for creating an intuitive and seamless user experience across software platforms and other business applications.

Work Experience

TECHNICAL CONTENT ENGINEER

KnowBe4, Inc.

July 2017 - present

- Create clear and thorough instructional documentation for two SaaS platforms and four lead generation products
- Craft concise, meaningful, and global-English-friendly text for user interfaces
- Create scripts, record, and edit instructional and promotional videos
- Provide UX and product specialist input to Product and Engineering teams during feature planning sessions

TECHNICAL SUPPORT

KnowBe4, Inc.

April 2017 - October 2017

- Assisted customers and provided solutions for matters such as email whitelisting, Active Directory synchronization, and browser add-in installation and deployment

Education Summary

Treehouse Techdegree

UX Design

June 2021

- Designing web and mobile applications
- Conducting user research and usability testing
- Creating user personas, empathy maps, storyboards, and user journeys (task flows)
- Gaining proficiency in Balsamiq, Adobe XD, and Figma (including prototyping proficiency)

University of South Florida

Bachelor of Science,

Management Information Systems

December 2016

- GPA: 3.33
- Relevant Courses: Systems Analysis and Design, Information Security, Business Application Development, Database Design, Introduction to C#

Skills Summary

UX Design

UX Research

Usability Testing

Prototyping

Figma

Adobe XD

Balsamiq

HTML/CSS

WCAG Compliance (Color &

Contrast)

UX Writing

Copywriting

Technical Writing

Global English

GitLab

Accomplishments

- Influenced the UX and UI for at least 40 areas or features of KnowBe4's Governance, Risk, and Compliance management platform (KCM GRC) during a platform rewrite
- Created the KCM GRC knowledge base (67 articles and 8 videos)
- Presented best practices for a new feature at KnowBe4's first annual KB4-CON