

# Gina K. Schrandt

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Senior Product Content Designer | Fintech, Billing & Content Systems | AI-Enabled Design  
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## Skills & Tools

Product Content Design · Content Strategy · Fintech & Compliance Content · Billing & Payment UX · Conversational UX · AI-Assisted Content Design · Prompt Design · Content Systems · Design Systems · Figma · Information Architecture · UX Writing · Microcopy · Error States & Transactional Flows · Content Governance · Content Audits · Voice & Tone · Accessibility (WCAG) · User Research · Cross-functional Collaboration · Agile · CMS · Jira · Confluence · ChatGPT · Synthesia · Gemini · Usability Testing

## Professional Experience

### Fingercheck — Principal Product Content Designer & Product Content Lead (2022–2026)

- Led content strategy for a payroll and HR SaaS platform, designing **billing, payment, and compliance-related user experiences** in a regulated financial environment
- Wrote and maintained **in-product content across transactional flows**, including onboarding, payments, system notifications, and error states
- Translated complex **tax, payroll, and compliance requirements** into clear, user-centered content for diverse audiences
- Established **content quality standards**, including voice/tone guidelines, reusable patterns, and structured content frameworks across the platform
- Partnered with Product Design in **Figma** to create content specs, annotate flows, and ensure alignment with design systems and component libraries
- Conducted **content audits and design reviews**, providing feedback across teams to improve clarity, consistency, and compliance
- Supported cross-functional teams through **lightweight review workflows**, enabling scalable content production across multiple product areas
- Designed **AI-assisted content workflows**, using tools like ChatGPT to draft, validate, and audit content at scale
- Built and maintained **300+ help and support assets** aligned with product experiences, improving content consistency across surfaces
- Increased **user engagement by 35%** and **retention by 20%** through improved clarity and usability

- Defined **content patterns for system states (success, error, empty, edge cases)** to ensure consistent user feedback across billing flows
- Partnered in design critiques and platform reviews to uphold content quality across **multiple product pods**

#### **University of Central Florida – Learning Experience Designer (2019–2021)**

- Designed structured digital content systems across web, video, and live formats, ensuring consistency and clarity across multi-channel experiences
- Translated complex subject matter into **clear, accessible content for diverse audiences**, reinforcing strong information architecture principles
- Collaborated with stakeholders and SMEs to develop **scalable content aligned with user needs and program goals**
- Managed **multiple concurrent projects** in fast-paced environments with evolving requirements

#### **Indian River State College – Adult Education Program Director (2016–2019)**

- Developed and standardized content across programs, ensuring **consistency in messaging, structure, and quality**
- Established review processes for **content accuracy and alignment** with institutional standards

#### **Korea University – Assistant Professor (2009–2015)**

- Created instructional and written content for international audiences, **simplifying complex concepts into clear communication**
- Developed structured content frameworks to **support comprehension and engagement**

## **Education**

**UX Design Certificate** – Designlab

**M.Ed., Education** – Florida Atlantic University

**B.A., English** – Florida State University