# JEFF RIVERS

www.jeffrivers.com
jeff@jeffrivers.com
707-315-2327

People-focused, experienced individual contributor and team leader.

Intuit Innovation Catalyst, trained in facilitation, brainstorming, and rapid experimentation.

Experienced interviewer, trained in organizing hiring teams, assessing talent, and interviewing effectively.

eBay Leader as Coach, trained in developing individual contributors, getting to solutions, and promoting career growth.

## Manager, Product Content Strategy - StubHub
02/2018 - present

Managing a team of content strategists for consumer, professional seller, developer, and email product lines. Partnering with localization teams to publish EN-US content in 28 languages and 48 countries. Working closely with UX designers and product managers on three continents to shape rich, rewarding products. Leading the content design process, driving decisions, creating schedules, and tracking issues. Owning product voice, tone, and copy standards.

## Content Strategist - StubHub
10/2016 - 02/2018

Drove content strategy for StubHub's browser experiences. Partnered with content strategists from other product lines to ensure consistent messaging and style. Worked closely with UX designers and product managers to design engaging features and flows that meet business goals and address customer needs. Contributed to voice, tone, and copy standards.

## Experience Design Manager - Intuit/Demandforce
09/2015 - 08/2016

Managed a team of designers and researchers. Worked with product managers to develop roadmaps and allocate resources. Mentored and developed team members. Offer design feedback and guidance. Communicate team needs, challenges, and accomplishments to senior management. Establish and maintain design standards. Create and track KPIs. Balance management responsibilities with individual contributor role as the team's copywriter.

## Sr. XD copywriter/editor - Intuit/Demandforce
05/2014 - 09/2015

Communicated to customers in an engaging way. Wrote clear user interface text and help content for web and mobile applications. Served as expert in user assistance trends, how customers learn, and the voice the organization uses to communicate. Contributed to overall content strategy. Worked closely with researchers, designers, and product managers to understand customer needs. Validate deliverables by performing content reviews, observing usability testing, and responding to customer feedback.

**Information Developers - Lumension**
2007-2014

Developed single-sourced technical publications in XML DITA for browser-based and desktop endpoint security applications.

**User Experience Designer - TSYS**
2004-2007

Supported the transition to browser-based applications. Developed design process, user interface, and interaction standards. Defined and developed help documentation for users and partnered application developers.

**Technical Writer - JDA Software**
2003-2004

Documented retail inventory management systems. Worked with localization teams to translate deliverables into supported languages.

**Technical Writer - iVAST**
2002-2003

Documented streaming media management and embedded viewers for administrators and application developers.

**Technical Writer - Streaming21**
2001-2002

Documented streaming media management and embedded viewers for administrators and application developers. Assisted marketing teams. Managed corporate website.

**EDUCATION**

**Westfield State University - Westfield, MA**
B.A. Mass Communications