

James Hupp

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Enthusiastic teammate and experienced content strategist

Content strategist, designer, writer, and editor with years of experience working on multidisciplinary product teams. Proven record of building and managing content strategy programs; managing, mentoring, and coaching others in the practice; and unwinding difficult content problems into successful, sustainable models. Also likes dogs and the outdoors.

RECENT WORK

Jun 2019 – Present	Content Strategist
Self-employed	
Addressing clients' design needs through agile approach to content design. Work ranges from organizational recommendations that improve design and governance to content models, style guides, and copy that tells people what they need to know.	
Dec 2018 – Jun 2019	Content Design Supervisor
Jun 2015 – Dec 2018	Content Design Lead

18F

Led a team of content designers working on multidisciplinary teams to build better digital services with government agency partners.

- Led content design and strategy for customers at all stages of development, from early research into the problem, through iterative digital product development, into coaching the customer and returning the work entirely to their hands.
- Among other projects, my work included: creating a branding direction for a new cloud platform; developing content models and a long-term governance plan for the new FEC.gov; and bringing a complex funding application form from concept to production with a consistent voice and vocabulary.
- Guided the growth of other content designers, first as a lead for teammates who all went on to leadership roles, then as the supervisor of an eight-person team. Work included critique, performance review, resolving conflicts with project teams, and partnering with other design supervisors to build the team strategy.
- Led project staffing for the full design team, positioning 25 designers with a wide mix of skills to maximize their contributions and interests.

October 2010 – June 2015	Content Strategy Lead
The U.S. Consumer Financial Protection Bureau	

Built a lasting content strategy program, enabling a new government regulator to sustain a useful consumer-focused voice.

- Created a content strategy program and developed a long-term operational plan for the agency's design team to use in executing it.
- Led a content group that embedded within agile design and development teams. Conducted content audits for offices across the agency. Set sustainable practices and voice guidance for the Bureau's product and editorial teams.
- Joined as a founding employee of the new agency to set a digital voice and engagement strategy.

SKILLS & COMPETENCIES

Trade: content inventories, audits, and models; governance and publication workflows; style guidance; voice and tone development; copyediting; generative writing for narrative, instruction, and microcopy; natural language SEO; usability testing; card-sorting; journeymapping

Programmatic: client management; mentoring and training other content designers; content program development

Related: HTML, markdown, and basic CSS; GitHub; managing and manipulating spreadsheet data; email marketing

CERTIFICATION & AWARDS

2015: Plain Language Award
GSA Administrator

2014: Agile Scrum Master
The Scrum Alliance

EARLIER WORK

2009-2010: Vice President
Revolution Messaging, LLC
Helped build a digital strategy and mobile platform startup into an established campaign consulting firm.

2008: Online Organizing Fundraising Mgr.
Obama for America
Managed a fundraising program and the progress tracking product that supported it.

Additional work history available on request.

EDUCATION

2004: Bachelor of Arts
Northwestern University
Evanston, IL

HOBBIES AND INTERESTS

Home fermenting, backcountry travel, alternately relearning and forgetting French