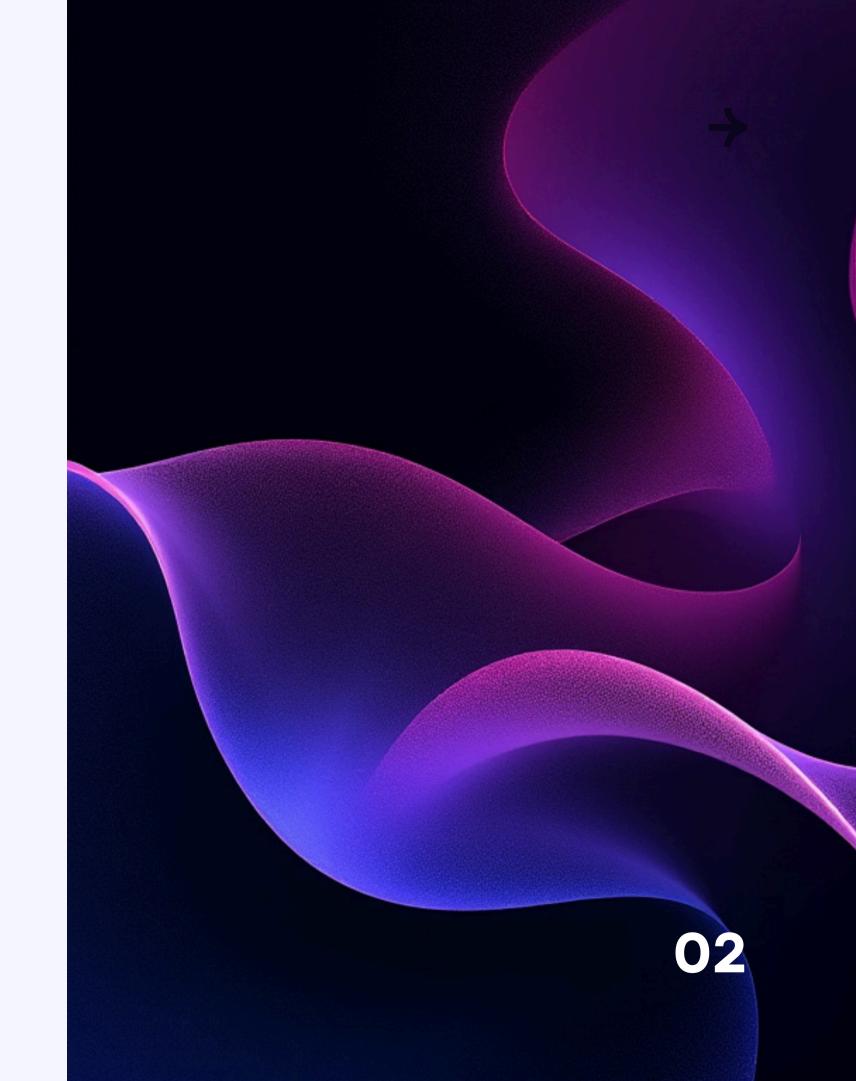


This project highlights a comprehensive style guide for a fintech company with 15+ product offerings. It showcases the development of effective, consistent, user-centered content to enhance the overall user experience.

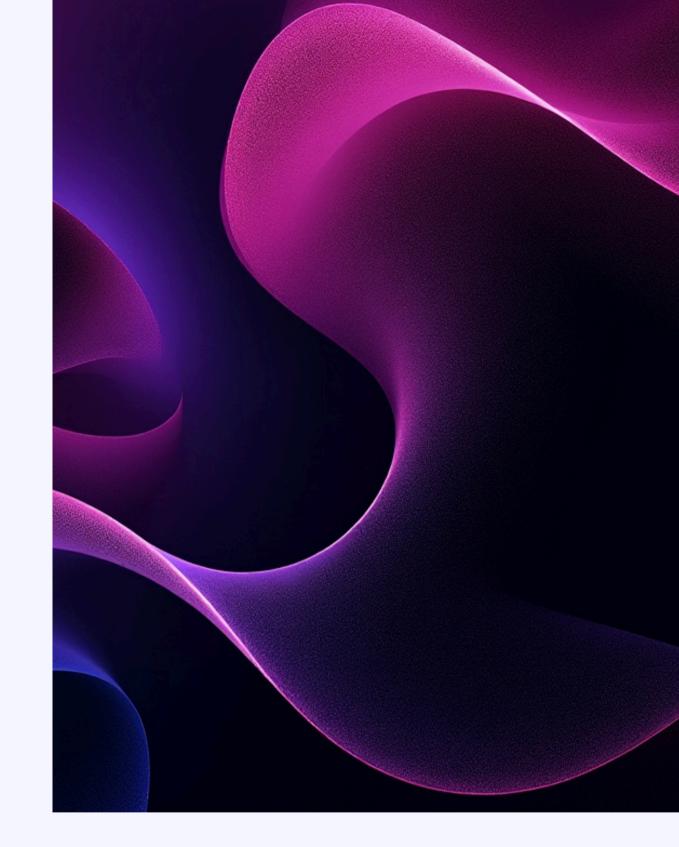
# Company & Product Overview

Over the course of two busy months, I created a UX writing style guide for a company in the financial services sector. With over 15 different products in active development, brand consistency was at a minimum. In order to bring products back into alignment, I was tasked with creating guidelines for quality content governance.



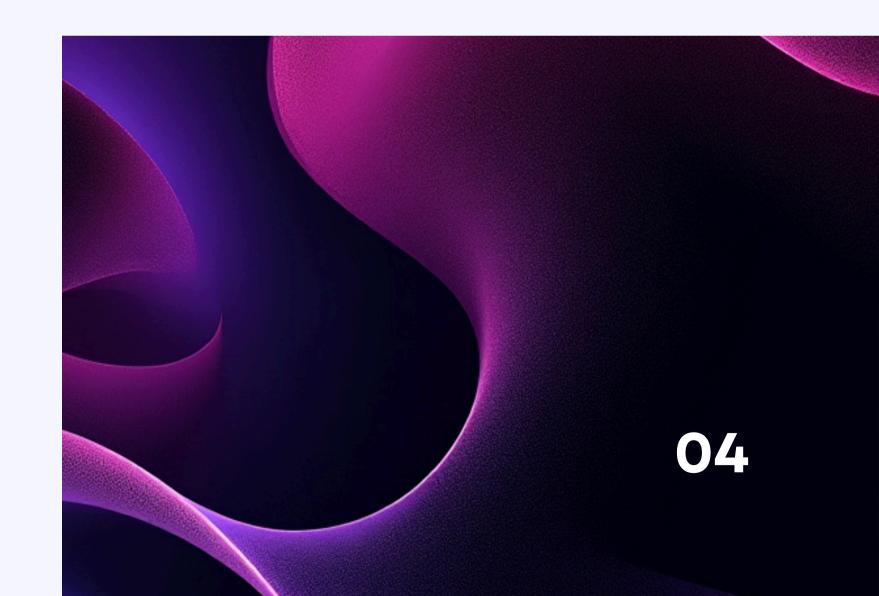
## Objectives

- Audit existing content, looking for issues in messaging.
- Identify themes in content inconsistencies.
- Outline topics for a style guide.
- Make decisions on key style rules.
- Write articles for each topic and rule.
- Publish the guide on the design system website.



#### Requirements

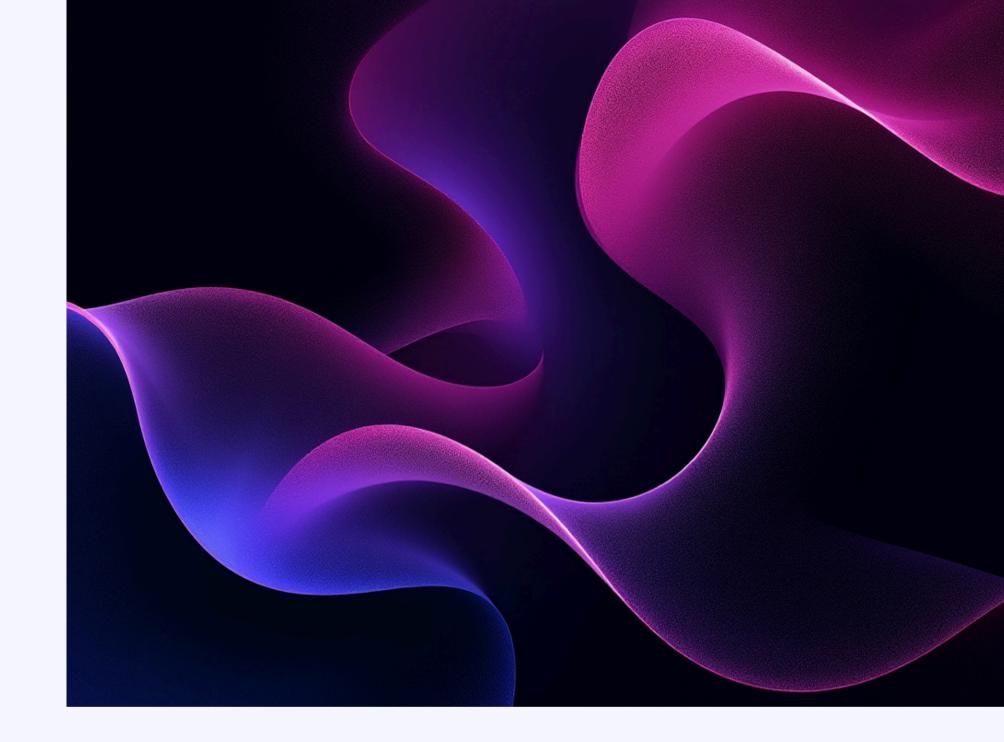
- → Create style rules that are versatile enough to be used across the product portfolio.
- Provide concise guidance that can be referenced quickly and easily by designers.
- Translate UX writing principles for an audience of non-writers.
- Provide concrete examples of as many rules as possible.



#### Work Experience

#### I decided on these topics:

- 1. Writing Principles: Voice and Tone, Active Voice, etc.
- 2. **Grammar:** Numerics, Punctuation, etc.
- 3. Text Styling: Capitalization, Truncation, etc.
- 4. UI Elements: Error Messages, Alt Text, etc.
- 5. Inclusive Content: Accessibility, Cultural Nuances, etc.
- 6. Global Writing: Language Variants, Translatable Text, etc.

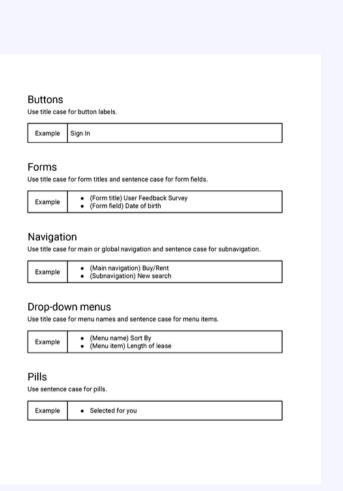


### Deciding Standards

Deciding on style governance standards required 3 steps:

- 1. Auditing existing content
- 2. Discussing potential rules with principal designers
- 3. Selecting rules
- 4. Drafting content
- 5. Getting final rules approved by principal designers





#### Download

Download the guide here.



