

BRANDEE DUDENHOEFER

Staff Content Designer

Design systems

Developer experience

Content architecture

AI content systems

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Lead content designer specializing in transforming and scaling complex platform ecosystems through content architecture, design systems, developer experience, and AI. Builds systems that bridge content, design, engineering, and accessibility—creating clear, scalable experiences for both people and machines.

EXPERTISE

Content Strategy & Governance:

Content models, taxonomies, governance frameworks, style systems, content audits

Information Architecture & UX Strategy: Navigation systems, user flows, journey mapping, tree testing, IA prototyping

Design Systems & Platform Strategy:

Figma, reusable patterns, accessibility integration, cross-platform governance, adoption

Research & Analytics:

User research, usability testing, surveys, competitive analysis, KPIs and measurement

AI Experiences & Content Systems:

MCP, RAG/knowledge grounding, system prompting, AI assistant training, machine-readable content

EDUCATION

Nielsen Norman Group
UX Certification • 2023

The University of Texas at Austin
MA • Texas Creative Sequence • Advertising • 2016

Texas State University
BS • Applied Sociology • 2014

EXPERIENCE

VISA

Staff Content Designer • Client Platforms • Visa Product Design System (VPDS) • Visa Developer Platform (VDP)
October 2022 - Present

- **Helped scale VPDS from ~2K to 32K+ active users and raise NPS from 63 to 70**, leading content models, governance, accessibility integration, and reusable patterns.
- **Led content, design, accessibility, and engineering teams to align 40+ components and patterns across Figma, React, Angular, CSS, and Flutter**, creating parity from design through implementation.
- **Designed AI-ready design system architecture and documentation models** for machine-readable, MCP-enabled development workflows.
- **Led content strategy and IA for Visa Developer Platform modernization**, creating a developer-first experience that tested 25% faster, reduced navigation errors 60%, and was preferred by 75% of users.
- **Defined system prompts and AI content standards for Visa Developer Platform, shaping assistant behavior and scalable AI-powered experiences.**
- **Bridged content and technical architecture across APIs, authentication, and error handling**, shaping developer experiences with Product, Design, Engineering, and Accessibility.

SHOPIFY

Content Designer
March 2021 - July 2022

- **Led content strategy for Commerce+'s global digital experience**, driving 90K+ registrations, 34K new-to-Shopify leads—3.4× target—and 557 free trials—211% of goal.
- **Built the content foundation for Shopify's 1 Million Black Businesses initiative**, leading landing-page content and evergreen guidelines to scale clear, inclusive messaging across future campaigns.
- **Led IA and content hierarchy for Shopify's sustainability reporting experience** and served as principal editor of the 2021 report, aligning cross-functional teams around a cohesive narrative and content system.

SELECTED CREATIVE EXPERIENCE

Copywriter & Art Director • Team One • Razorfish • Ampersand • Whole Foods Market
October 2016 - February 2021

- **Concepted, pitched, and led content for Lexus RC Real-Time**, orchestrating a 10-hour live activation that drove 10,000% higher engagement, 5.3M viewers, and 8M+ impressions; recognized by Adweek and Digiday.
- **Created global content for Patrón's Margarita of the Year** across digital, social, and international markets, driving 4M+ consumer votes.
- **Built the brand voice and packaging system for Shotgun Spiked Seltzer from launch**, earning a Silver ADDY for copywriting.
- **Helped turn Tabitha Brown's viral TTLA video into a Whole Foods brand partnership**, helping scale the sandwich from a regional offering to 150+ stores and Brown to Plant-Based Brand Ambassador.