

BRANDEE DUDENHOEFER

Lead Content Designer

UX Writer

Design System Strategist

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Content designer with 5+ years crafting UX content systems and experiences, most recently building scalable design and content frameworks at Visa.

As the lead content designer for Visa's design system, I prototype content flows, craft taxonomies and glossaries, bridge frontend and backend systems, and partner across engineering, design, accessibility, and AI teams.

SKILLS & TOOLS

Design systems and Figma: Content flows, prototypes, taxonomies, glossaries

Front- and backend familiarity: React.js, Angular, Flutter, CSS, documentation, authentication flows, error-handling copy

Cross-functional collaboration: Product, Engineering, Design, Research, Accessibility, AI

Accessibility: WCAG 2.2 AA compliance, inclusive language, content audits

AI and automation: No-code prompt design, content tooling, workflow efficiency

EDUCATION

The University of Texas Austin
Master of Arts
Texas Creative Sequence | Advertising
Graduation | 2016

Texas State University San Marcos
Bachelor of Science
Applied Sociology
Graduation | May 2014

Austin Community College
Associate of Arts
Creative Writing
Graduation | May 2013

EXPERIENCE

VISA • Lead Content Designer, Visa Product Design System (VPDS)

October 2022 - Present

- Transformed our internal style guide into a fully integrated content design system in Figma and mirrored across React, Angular, CSS, and Flutter libraries.
- Standardized reusable copy—button labels, error messages, input labels—across design, engineering, and accessibility teams to ensure consistent UX language.
- Led content strategy and documentation for design.visa.com—the official design system site—publicly launched in April 2025, showcasing 40+ reusable UI components, patterns, documentation, and design tokens to empower global developers and designers.
- Pioneered AI-assisted content workflows using tools like CHatGPT to streamline prototyping, ideation, and review, enhancing speed and consistency across experiences.
- Championed and led design projects across teams—including governance, workflows, taxonomies, and style alignment—ensuring smooth execution and adoption.
- Immersed in Visa Developer backend services—APIs, authentication flows, error handling—to bridge content and system architecture, improving clarity in developer documentation.

SHOPIFY • Content Designer

March 2021 - July 2022

- Crafted UX content for Commerce+ digital events—including landing pages, emails, paid social, ads, and internal communications—generating 90,000+ registrants and 557 free trials (110% over goal).
- Defined campaign voice and messaging by collaborating with Marketing, Design, and Brand teams, ensuring clarity and brand cohesion across channels.
- Developed taxonomies and copy guidelines for “Build Black” and Black History Month campaigns, increasing partner engagement and expanding reach.
- Rapidly iterated and refined content under tight deadlines; praised by leadership for strategic thinking and polished messaging.

COPYWRITER • Agency, In-House, Freelance (Condensed experience)

October 2016 - February 2021

- Earned a Silver ADDY award for outstanding copywriting, demonstrating creativity and brand voice mastery.
- Distilled brand stories into clear, human-centered microcopy for clients including Lexus, Acura, Patrón Tequila, and Shotgun Spiked Seltzer.
- Crafted cross-platform campaign frameworks spanning print, digital, packaging, and social with structured storytelling—skills transferable to design system taxonomies and guidelines.
- Partnered with stakeholders—from creative directors to strategists—to align on messaging frameworks and ensure strategic campaign consistency.