

Shawn Tallet

Senior Content Designer & Creative Strategist

Austin, TX · Remote · shawn.tallet@gmail.com · talletcreative.com · [LinkedIn](#)

Senior content designer and creative strategist with 9+ years of experience turning complex products into clear journeys, scalable content systems, and campaigns people can act on. I lead work from research and information architecture through wireframes, copy, and delivery, across fintech, sports recruiting, and B2B.

EXPERIENCE

Scorability · Austin, TX

Mar 2026 – Present

Content Marketing Manager (includes Ryzer, a Scorability company)

- Designed a recruiting knowledge system from keyword research and user journey mapping through information architecture, wireframes, routing logic, and copy; live across five sports, with a sixth in development.
- Built a reusable twelve-guide architecture with sport-specific branches, so each new sport extends the system instead of starting from a blank page.
- Designed trust-first conversion paths: educational hub openings, prompts placed after the answer, and a clear next step at the end of every guide.
- Proposed a two-sided journey and IA redesign for Ryzer, routing coaches and camp operators toward a sales conversation and athletes and families directly into camp discovery.
- Supported the launch of Scorability Advantage; wireframed and wrote the company About page.

Quicken · Remote

Jun 2022 – Feb 2026

Marketing Creative Manager (Senior Content Strategist & UX Writer)

- Wrote messaging and copy through the 2023 company-wide rebrand and the homepage work that followed: promise, supporting pillars, proof points, and calls to action, developed with product marketing, design, and compliance. Contributed to 6x YoY revenue growth (FY24).
- Wrote launch messaging and content for three products: Quicken Simplifi, Quicken Business & Personal, and Quicken LifeHub. All three beat forecast, contributing to 11.6% revenue growth and 39.6% EBITDA growth.
- Defined the content anatomy and editorial rules for a reusable component system across web, lifecycle email, and social: module hierarchy, naming, and approved variants.
- Partnered with UX and design to rework homepage and onboarding flows, shifting from feature-first to benefit-driven messaging.
- Led concepts, copy, and art direction for a paid social campaign with graphic and motion designers: two audiences, three message pillars, 54 final statics, and video.
- Built reusable LLM workflows grounded in product facts, positioning, and editorial rules to speed ideation and QA; ran A/B tests across web, lifecycle, and paid; mentored junior copywriters.

Mix with the Masters · Remote

Dec 2025 – Present

Freelance Copywriter

- Translate long, technical sessions into editorial and educational content for a global audience, without flattening the expertise.

Shoreline Gold Sound Recording · Austin, TX

Aug 2019 – Present

Owner, Chief Engineer & Producer

- Own and run a recording studio, leading client discovery, creative direction, production, and delivery across records, film scores, and voiceover, including voiceover for Quicken.

EARLIER EXPERIENCE

REX Homes · Copywriter · Remote

May 2021 – Feb 2022

UX copy and web content for product flows and landing pages, plus SEO listings and editorial content.

RevShopper · Copywriter (Contract) · Austin, TX

Aug 2019 – Apr 2022

Multi-touch B2B email and sales narratives for enterprise clients including Cisco, DocuSign, UiPath, and Expedia.

LawnStarter · Senior Marketing Analyst · Austin, TX

Aug 2019 – Jan 2020

Turned keyword, ranking, and traffic analysis into site-structure and content recommendations.

Terakeet · Digital Marketing Specialist · Syracuse, NY

Aug 2017 – Jul 2019

High-volume, search-optimized content for brands including Hims, Warby Parker, and Harry's.

SKILLS

Content design & UX: content design, UX writing, information architecture, journey mapping, wireframing, content modeling, routing logic, voice and tone, content systems

Strategy & creative: messaging hierarchy, launch content, campaign concepts, art direction, lifecycle, A/B testing, SEO and keyword research

Tools: Figma, Jira, Confluence, Monday, ChatGPT, Claude, Google Analytics, SEMrush

EDUCATION

BA, English · Holy Cross College

2014