Avery Simmons, M.A.

Curious. Empathetic. Strategic.

I'm a designer who specializes in writing and is driven by a compulsive need to be creative and innovative. I've dedicated my life to language, studying how language (written, spoken, and/or visual) manages to communicate and build understanding.

I have a knack for simplifying language to ensure effective communication and am especially interested in the intersection of writing and design.

connect

UX Portfolio: https://ux.avesim.art

LinkedIn: https://linkedin.com/in/avesim13

Email: avesim13@gmail.com

Background

B.A. English

Southern Utah University

Obtained my Bachelors of Arts in English with a creative writing emphasis and a minor in psychology.

2017

2019

M.A. English

University of Western Ontario

Obtained my Master of Arts in English. My thesis, *A Theory of Sound Creations: Sounding into Being,* explored how sound and language foster communication and understanding.

2020 - 2023

Product Designer

Canopy Tax

Led UX design for my squad and content design for the UX chapter. Drove Canopy's strategic redesign, established design and content consistency, and revived Canopy's app securing $70M in funding.

2023 - Present

Founding Product Designer

Flashbook

Designed entire app from scratch, wrote all technical documentation, and crafted a business plan to drive Flashbook's growth from inception to beta.

Since 2016

AveSim.Art

Web Designer, Artist, Writer

Delivered diverse freelance web design projects, designed and built 4 websites, completed over 50 art commissions, published two books and three poems, and generated around $8,000 annually in merchandise sales.

What I Offer

Design Systems

Systems that Scale and Shine

Scalable systems that ensure brand consistency and accelerate product development

Content Design

Words That Drive Action

Write content that works in harmony with your UI to ensure intuitive and effortless user interactions

User Education

Write Effective Training Materials

Develop clear, accessible, concise training materials and tutorials

Technical Writing

Clarity in Complex Details

Accurate, accessible documentation enhancing user understanding & simplifying workflows

Information Architecture

Organize Information for Maximum Impact

Structured content for easy navigation, enabling users to find what they need efficiently

User Experience Writing

Guide Users Seamlessly with Empathy

Intuitive, on-brand language that enhances user experience and drives action

Product Design

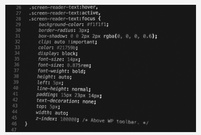
Crafting Products with Purpose

User-centered designs blending functionality and aesthetics to drive engagement and solve problems.

UI Development (Front-End)

Code for a Better Experience

Responsive, user-friendly interfaces built with HTML, CSS, and React for seamless and beautiful interactions



UX Research

Insights that Drive Strategy

Insightful research to inform decisions that align with user goals and business objectives

Projects

1

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Content Style Guide

My Role: Product Designer
Company: Canopy

https://ux.avesim.art/styleguide.html

2

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Product Emails

My Role: Product Designer
Company: Canopy

https://ux.avesim.art/productemails.html

3

Pg. 7

In-App Messaging and Onboarding

My Role: Product Designer
Company: Canopy

https://ux.avesim.art/inappmessaging.html

4

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Knowledge Base

My Role: Product Designer
Company: Canopy

https://ux.avesim.art/kb.html

5

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New User Help Articles

My Role: Co-Founder / Product Designer
Company: Flashbook

https://flashbook-support.notion.site/Accept-an-Inquiry-50b88bcea0f34d248e075b23a4809b2a

https://flashbook-support.notion.site/Reviewing-Inquiries-9930ce504407487da5c32c7771417cd5

CANOPY

Content Style Guide

I created Canopy's first content style guide to standardize language and grammar conventions, word usage, and voice and tone in all communications with users.

See it live

The Challenge

Create consistency in Canopy, and empower designers to write better content in need of less editing.

The Solution

- Provide guidelines for language usage
- Define Canopy's voice and tone
- Compile a word list to ensure consistent usage and reference in all communications
- Train designers, engineers, marketing, and all who use words on Canopy's guidelines

Language and Grammar

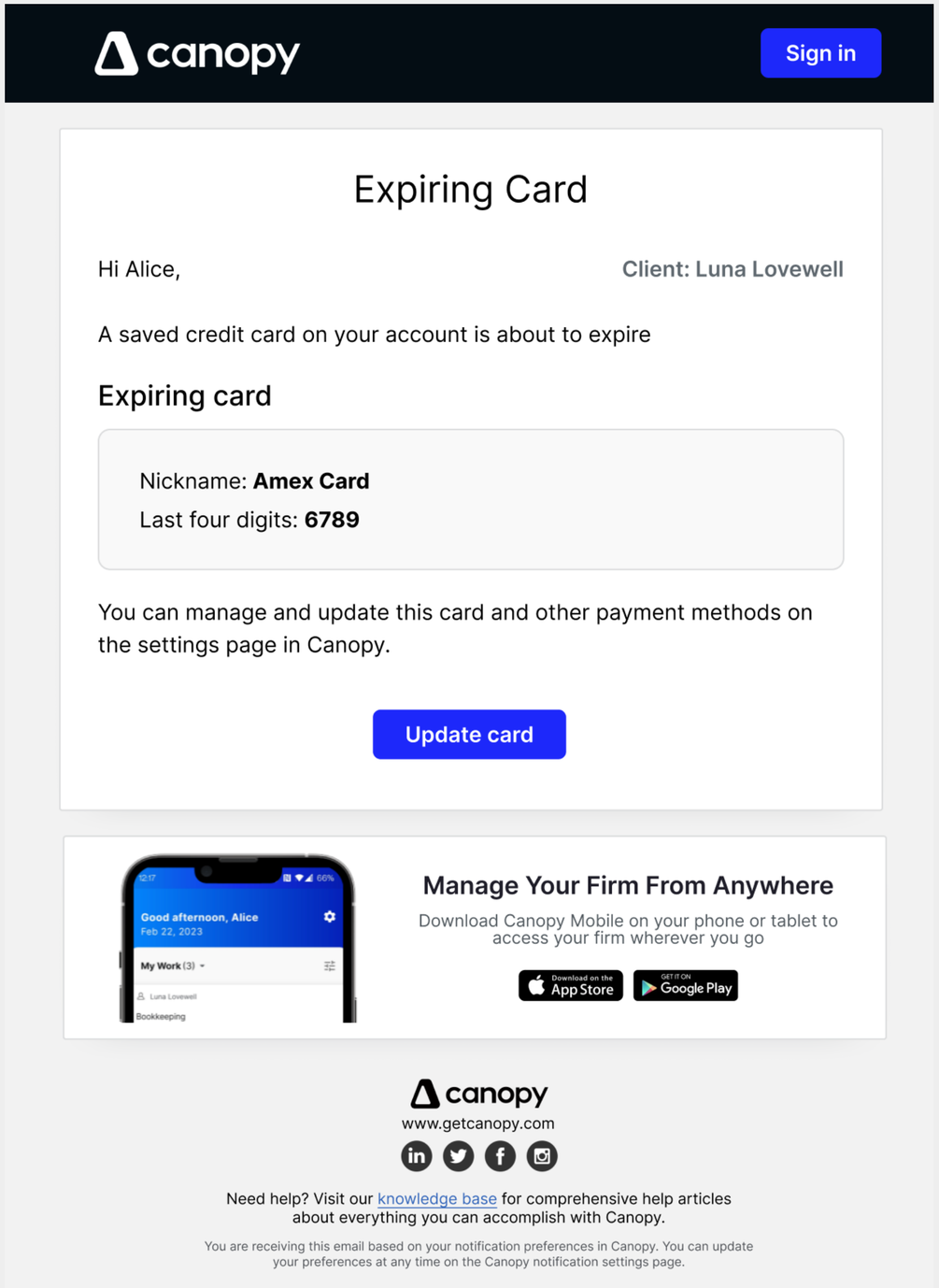
Guiding Principles

Be Consistent. We're so consistent our content fades into the background at times. We're consistent in our terminology, where our copy's found, what our content performs, and how our content is stylized. Our relentless consistency helps users build intuitions about how to use our product. We empower users to do, rather than force them to learn to use software.

Be Transparent. Our content never lies or misleads. Our users should know exactly what to expect for each action they take in our app. Our content never describes outcomes that don't actually occur. We're empathetic and we know our users are smart enough to see through misleading content.

Be Accessible. We write for every human. Canopy is disrupting the practice management software space and that means many of our modern solutions are strikingly innovative. We never make assumptions about the ease of our product or what knowledge our users bring. We show empathy for users from all different tech backgrounds by ensuring accessibility.

Be Neutral. We keep our content neutral to allow users to be their own person. We're never too upbeat, but nor are we gloomy. We allow users to form their own opinions of the product and trust that we've done our research to make the best product on the market. We're optimistic and direct, but never absolute. Neutrality helps us to learn even while we teach.



Product Emails

I revamped Canopy's product emails to enhance user experience and align with brand guidelines. By rewriting confusing content and redesigning email templates, I improved clarity, engagement, and overall user satisfaction.

The Challenge

- Canopy's product emails had been written by engineers and QAs with confusing language and a lot of technical jargon.
- The branding was outdated and didn't match Canopy's new colors.
- The visual hierarchy of the content made scanning difficult and the information inaccessible.
- CTAs weren't helpful and didn't follow style guide rules.

The Solution

- Updated email templates with current branding. Took a quick win to add some marketing for Canopy's mobile apps in updated templates.
- Rewrote all content for emails for increased clarity, less technical jargon, and improved reader comprehension.
- Restructured visual hierarchy to present information more quickly and clearly, and optimize calls to action.

CANOPY

See Case Study

In-App

Messaging & Onboarding

See Case Study

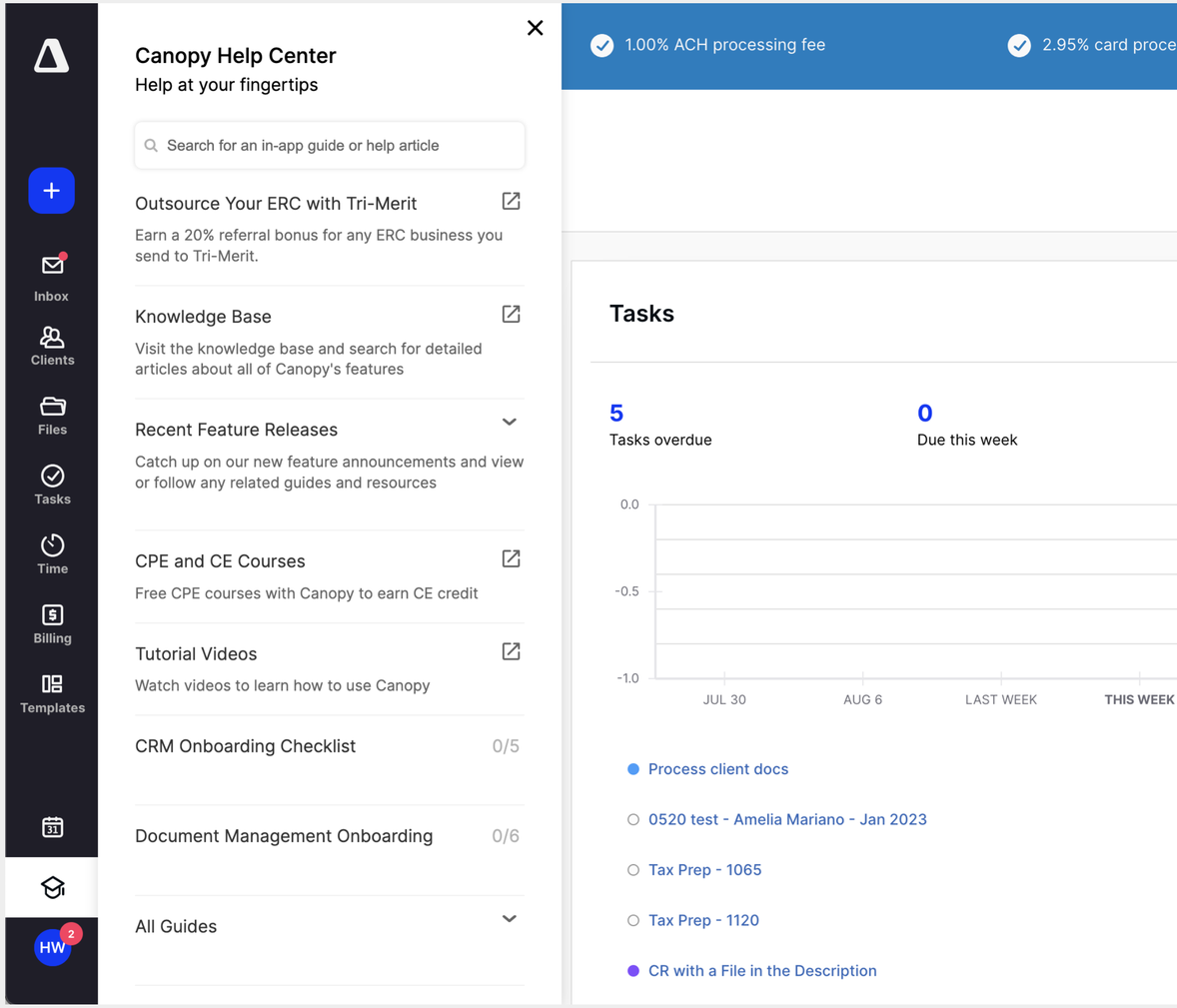
- Spearheaded implementation of in-app resource center
- Wrote in-app messaging for feature announcements and marketing initiatives.
- Designed learning paths for new users to learn Canopy.
- Built and wrote interactive in-app guides for onboarding and improved feature adoption.

The Challenge

Canopy's education resources were all outside of the app, not very interactive (thus lacking engagement), and were quite sparse. Under marketing, in-app messages interrupted user flows, disrupting the user experience and breaking with established in-app guidelines regarding voice, tone, and design.

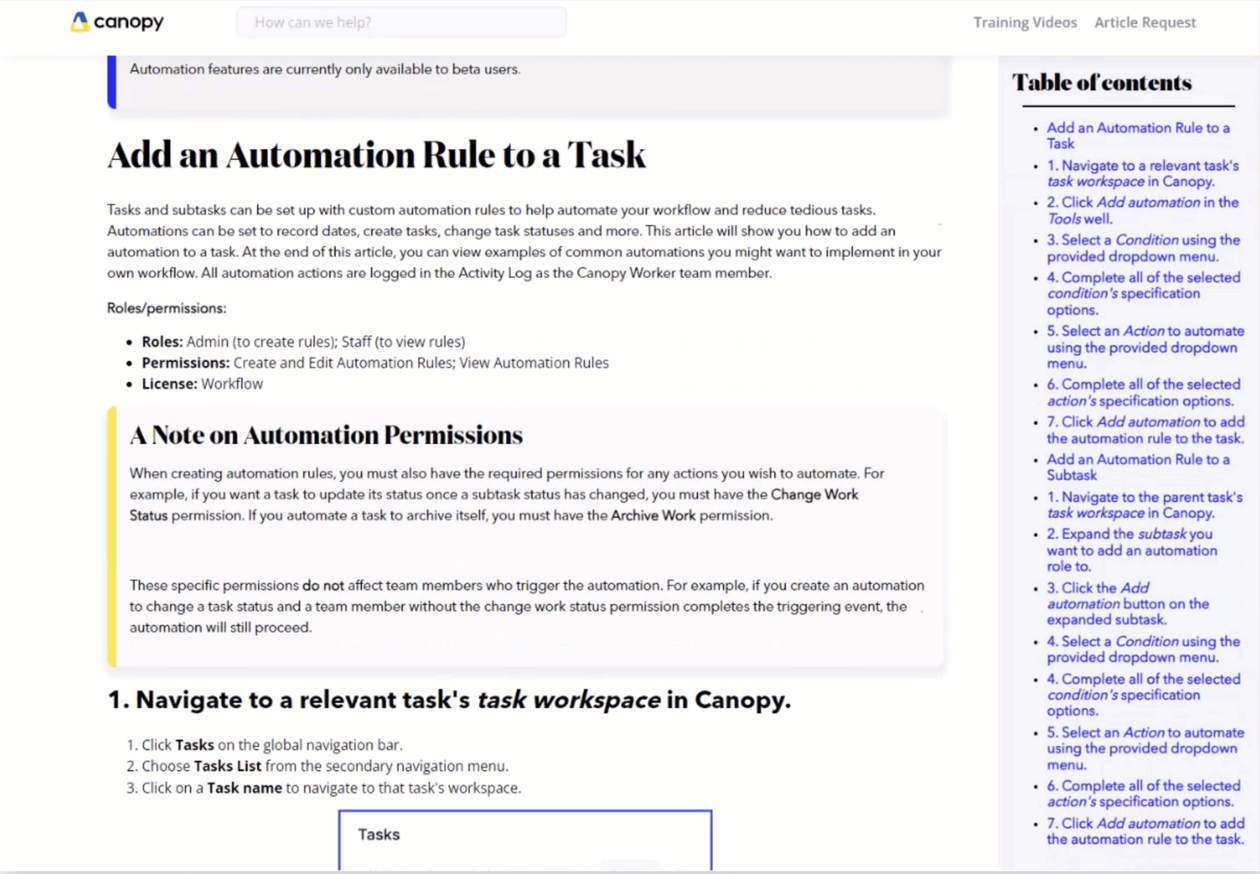
The Solution

- An in-app resource center for users to access all of Canopy's educational materials without leaving Canopy.
- In-app guides and learning paths provided interactive learning materials for users increasing feature adoption by an average of 27% and improving user understanding of how Canopy works.
- I tracked all in-app messaging efforts to ensure minimal interruption of user tasks.
- All writing and design for marketing initiatives aligned with UX content and design standards.



CANOPY

See Case Study



canopy

How can we help?

Training Videos Article Request

Automation features are currently only available to beta users.

Add an Automation Rule to a Task

Tasks and subtasks can be set up with custom automation rules to help automate your workflow and reduce tedious tasks. Automations can be set to record dates, create tasks, change task statuses and more. This article will show you how to add an automation to a task. At the end of this article, you can view examples of common automations you might want to implement in your own workflow. All automation actions are logged in the Activity Log as the Canopy Worker team member.

Roles/permissions:

- **Roles:** Admin (to create rules); Staff (to view rules)
- **Permissions:** Create and Edit Automation Rules; View Automation Rules
- **License:** Workflow

A Note on Automation Permissions

When creating automation rules, you must also have the required permissions for any actions you wish to automate. For example, if you want a task to update its status once a subtask status has changed, you must have the **Change Work Status** permission. If you automate a task to archive itself, you must have the **Archive Work** permission.

These specific permissions **do not** affect team members who trigger the automation. For example, if you create an automation to change a task status and a team member without the change work status permission completes the triggering event, the automation will still proceed.

1. Navigate to a relevant task's *task workspace* in Canopy.

1. Click **Tasks** on the global navigation bar.
2. Choose **Tasks List** from the secondary navigation menu.
3. Click on a **Task name** to navigate to that task's workspace.

Tasks

Table of contents

- Add an Automation Rule to a Task
- 1. Navigate to a relevant task's *task workspace* in Canopy.
- 2. Click *Add automation* in the *Tools* well.
- 3. Select a *Condition* using the provided dropdown menu.
- 4. Complete all of the selected *condition's* specification options.
- 5. Select an *Action* to automate using the provided dropdown menu.
- 6. Complete all of the selected *action's* specification options.
- 7. Click *Add automation* to add the automation rule to the task.
- Add an Automation Rule to a Subtask
- 1. Navigate to the parent task's *task workspace* in Canopy.
- 2. Expand the *subtask* you want to add an automation role to.
- 3. Click the *Add automation* button on the expanded subtask.
- 4. Select a *Condition* using the provided dropdown menu.
- 4. Complete all of the selected *condition's* specification options.
- 5. Select an *Action* to automate using the provided dropdown menu.
- 6. Complete all of the selected *action's* specification options.
- 7. Click *Add automation* to add the automation rule to the task.

CANOPY

Knowledge Base

Migrated to a New CMS

Reduced costs by 85% and improved user experience by redesigning the knowledge base to align with Canopy's branding and implementing a more effective search engine.

Created Comprehensive Documentation

Wrote hundreds of articles, including detailed guides, tutorials, and how-to articles, to support a wide range of user needs and learning styles.

Developed Multi-Modal Content

Produced videos, GIFs, and in-app guides to cater to different learning styles and enhance understanding of complex features.

Collaborated with Cross-Functional Teams

Worked closely with QA, product, and support teams to ensure accurate and timely documentation of new features and bug fixes.

New User Help Articles

Built Foundation for Knowledge Base

As a co-founder, established the initial framework for Flashbook's knowledge base to provide essential information for users.

Created User-Centric Documentation

Wrote clear and concise articles to help users navigate the platform and complete key tasks.

Provided Direct User Support

Engaged in one-on-one interactions with users to understand their specific needs and tailor support accordingly.

Iterated on Knowledge Base Content

Continuously refined and updated the knowledge base based on user feedback and evolving product features.

Reviewing Inquiries

All inquiries flow into your inquiry dashboard for you to review. Once you're ready to look through all of your clients' requests, you can begin the inquiry review process to sort through which requests to accept and which to wait list or decline.

This guide will walk you through how to review all inquiries, and how to review select inquiries.

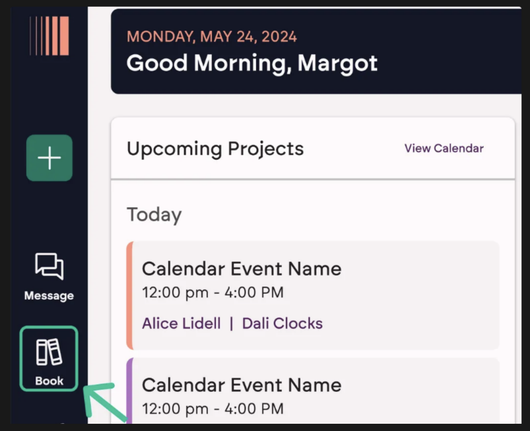
Prerequisites:

- To review inquiries, you'll first need to open your books and receive some client inquiries
  - Setting up your books for the first time can be challenging, but we've got you covered. Check out our First Open Books articles to help walk you through.

Navigate to the Inquiries Dashboard
1. Click Book on the global navigation bar
2. Select Inquiries from the secondary navigation...
Reviewing All Inquiries
1. On your Inquiries Dashboard, click the Revie...
2. Review all inquiry details on the Inquiry Review...
3. Select an action to take on the active inquiry
4. Navigate through inquiries, as needed, using...
5. After reviewing all inquiries either return to th...

Navigate to the Inquiries Dashboard

1. Click *Book* on the global navigation bar



flashbook