

Lindsay Simons

UX Design Advisor | SEO Content Strategist

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PROFESSIONAL SUMMARY

Strategic UX Content Designer with 8 years of experience crafting clear, empathetic copy for complex, regulated healthcare experiences. Expert in translating requirements into intuitive workflows, writing copy for high-stakes tasks, and shaping content strategy across web, portal, and in-product experiences. Known for cross-functional partnership, content patterns/design systems, and analytics-driven iteration. Led AI-era search visibility work, including Aetna Medicare's first 5 AEO optimized content pages with Brandlight.

EXPERIENCE

SEO Digital Content Manager — Aetna, a CVS Health Company 05/2025–Present

- Lead SEO-driven content strategy across Medicare and member-facing platforms; improve clarity and accessibility in high-stakes journeys.
- Manage end-to-end content operations and governance alignment with Martech, User Management, and compliance partners.
- Oversee CMS updates and SEO review processes to ensure accuracy, structural consistency, and regulatory adherence.
- Worked with Brandlight AI vendor to lead the strategy to launch Aetna Medicare's first five AEO content pages; applied AI-era and SEO techniques and strategized content topic areas of overlap that accommodated dual-optimization.
- Pitched all 30 2025-2026 new page topics for SEO optimization and overall strategy, launch dates, and internal link mapping, within the first 6 months of hire.

User Experience Design Advisor — Cigna Healthcare 04/2024–05/2025

- Owned UX copy across authenticated and public experiences - both Cigna.com and my Cigna (process, message consistency, digital content standards, copywriting strategy).
- Wrote microcopy for compliance-heavy journeys: errors, confirmations, and task-critical content.
- Redesigned 300+ pages in TeamSite CMS; improved usability, structure, and readability for high-traffic workflows.

Agile Product Management Lead Analyst — Cigna Healthcare 12/2019–04/2024

- Primary content owner for high-volume digital updates; completed 1,051 tasks in 2023 across UX, product, and compliance work.
- Coauthored internal Digital Content Standards (UX writing, tone, accessibility, governance).

Digital Content Specialist — Cigna Healthcare 03/2018–12/2019

- Optimized myCigna.com content for clarity and mobile usability across key member workflows.

Strategic Proposal Consultant — Aetna 10/2016–03/2018

- Managed up to 12 RFPs simultaneously; delivered persuasive, compliant proposal content under tight deadlines.

SKILLS

UX Writing

- Copywriter trained in both AEO for AI overview and SE)
- Microcopy: errors, empty states, tooltips, confirmations
- Governance, documentation, authenticated flows
- Product driven strategy and communication in Agile environment

Content Strategy

- Reusable patterns & content system documentation
- Tone/voice, accessibility, clarity, governance
- Experimentation & iteration (A/B, analytics)

SEO / AEO

- Topic strategy for AI-era search surfaces
- Structured content for discoverability
- Competitive gap analysis & performance monitoring

CMS

- CMS HTML dev-trained content strategist proficient in UX best practices, template and functionality limitations with agency to publish, design, and push pages to prod

Tools

- CMS: TeamSite, OpenText, Drupal, AEM
- SEO: Brightedge, SEO clarity, Adobe analytics, Customer Journey Analytics
- AEO: Brandlight vendor query tool
- UX: Invision, Figma collaboration; HTML/XML fundamentals
- Siteimprove, Screaming Frog
- Project Management: Wrike, Jira, Rally, Confluence, SharePoint

EDUCATION

- **M.A., Digital Communications and Media Studies - 2016**
University of Hartford
- **B.A., Psychology - 2014**
University of Connecticut