Elliot Wright

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Profile

I specialise in creating user-friendly content for product experiences that span a variety of touch-points such as user interfaces, notifications, emails, social media and web.

Understanding user needs and behaviours is at the heart of everything I do. I combine empathy with data to produce high-quality experiences and narratives that are meaningful, simple, accessible and that inspire engagement.

I work best in creative and collaborative environments and have years of experience in creating and refining products alongside UX designers, engineers, product managers, researchers, strategists, business stakeholders and more.

Experience

UX Writer & Copywriter, JPMorgan Chase; April 2020 - present

Key Responsibilities:
• UX writing and copywriting for Chase UK - covering app microcopy, notifications, emails, social posts, FAQs and print
• Content design for the payments, card and rewards customer journeys in the Chase app
• Working closely with UX designers and researchers to create, test and refine the product experience, adding value at every stage of the roadmap and product lifecycle
• Building and maintaining content style guidelines
• Championing UX principles within my squads and to the wider business, to ensure coherence and consistency throughout the whole Chase banking experience
• Taking content through sign-off with legal, compliance and other stakeholders

Key Achievements:
• Providing UX content design for core banking journeys from scratch as part of the successful launch of the Chase UK app - currently rated 4.7/5 on iOS and Google app stores
• Helping to create style guide, establish tone of voice, document a content design system and other foundational documentation for a brand new product
• Helping to conceptualise the Rewards proposition with the product manager (as well as UX writing for the finished product), which has been a main driver for downloads and retention
• Copywriting for the physical card packaging, which has been a big delighter for new customers

Content and UX Writer, The AA; April 2019 - April 2020

Key Responsibilities:
• Creating user-friendly, engaging and persona-centric content across the AA's digital channels including website and mobile app
• Writing and improving UX copy for the digital report-a-breakdown journey
• Building and editing web pages in Sitecore CMS

• Leading every step of content creation process, from taking requirements and user stories to ideation, creation, design, development, user testing and optimisation
• Updating the AA's telephone customer service scripts to make them more user friendly and align with new tone of voice
• Working collaboratively with UX designers, developers, business analysts and project managers within Agile scrum teams to deliver and improve digital products at pace

Key Achievements:
• Collaborating with designers and developers to deliver all content including copy for CRM, landing pages and UX for a partnership with Uber within a tight 3-month deadline
• Helped to implement functionality for Lloyds Banking Group customers to use the AA breakdown app. Included story mapping, persona building, collaborating with UX designer, and writing UX copy.

Freelance Content Specialist; August 2018 - April 2019

• **TVF Media - *Media agency*:** Copywriting for health awareness campaign materials including website, email and posters. Planning and executing content strategy and calendar
• **Watch My Competitor - *SaaS Marketing Tech startup*:** Copywriting for the company's new website, including homepage, product pages and sales brochure
• **Ryalto - *Healthcare startup*:** Developing content strategy and writing articles published on the Ryalto app

Senior Digital Engagement & Content Officer, King's College London Institute of Psychiatry, Psychology & Neuroscience (IoPPN); December 2016 to August 2018

Key Responsibilities:
• Managing the IoPPN website using Sitecore CMS and ensuring all content was user friendly, accessible and compliant with King's house style
• Co-ordinating departments and research groups to ensure their academic output was represented on the website and kept up to date
• Developing and executing a content strategy to engage various audiences such as prospective students, industry professionals, the media, policy makers and the general public throughout the academic year
• Collaborating with other members of the communications and wider digital teams to ensure King's business objectives are understood and met through digital channels
• Monitoring and reporting on digital performance using Google Analytics

Key Achievements:
• Improving general engagement with the website through creating user-friendly content as a result of audience analysis and continual measurement and optimisation
• Convinced senior management to engage in an audience research project
• Delivered a high-quality microsite for a mental health technology project. This included copywriting, digital asset creation and UX design.

Digital Comms Officer, Human Tissue Authority; June 2015 to October 2016

Key Responsibilities:
• Writing, editing, scheduling and managing content for the HTA website and other digital channels such as email and social media
• Increasing digital engagement with stakeholders and the public
• Responsible for SEO, branding guidelines and digital publishing best practices
• Collaborating with and managing internal stakeholders to ensure business objectives were met through digital channels
• Monitoring and reporting on digital budget and other key digital metrics (using Google Analytics), fed directly to the Head of Communications

Key Achievements:
• Led digital projects in collaboration with a web development agency to improve HTA's digital channels, delivering on time and on budget
• Created more user-friendly email templates for internal and external communications and improving key metrics such as open rate and click-through rate
• Delivered high-quality publications and online resources and as a result boosting public and professional engagement with the HTA

Education   Leighton Park School, 3 A-Levels and 10 GCSEs, 2004

Skills   UX content editing (Figma, Abstract, Sketch), Project management platforms (Jira, Confluence, Trello), CMSs (Sitecore, Wordpress), Google Analytics, Google Ads, Adobe CC (Photoshop, Illustrator, InDesign, Premiere Pro), basic HTML and CSS, CRM (Emailvision, MailChimp), User Research (Userlytics, usertesting.com, Decibel Insight), Social Media (Facebook, Twitter, LinkedIn, YouTube, Instagram), photography, video and podcast recording and editing