Colin Purcell
Content Designer & UX Writer

416-998-5764
cmpx@hotmail.com
linkedin.com/in/colinpurcell

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Content Designer and UX Writer with a recent focus on fintech, insurance, SaaS, and telco. I've led high-impact content design initiatives for major financial services companies, including rewriting complex application flows for one of the largest group benefits providers in the U.S., and helping launch a mobile banking experience for 1.8 million new customers at one of North America's top 10 banks.

Skilled in crafting **conversational**, **accessible**, and legally sound copy that supports diverse user needs. I collaborate closely with product owners, designers, developers, legal/compliance teams, and accessibility specialists to deliver AI-assisted, **user-centered experiences** that meet business goals and regulatory standards. Comfortable working in **agile** environments where iteration, stakeholder alignment, and strategic thinking are key.

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WORK EXPERIENCE

Content Designer / UX Writer
Freelance • August 2024 - present

- **Content strategy and design** for small and midsize businesses, both B2B and B2C, in a variety of industries including financial planning, corporate real estate, information technology, outdoor sports and recreation, retail food production, and wholesale food distribution.

- **Collaboration** with business owners and managers, stakeholders, user interface (UI) designers, programmers, and accessibility experts to create **informative and compelling journeys** that convert users into customers.

Content Designer / UX Writer
Sun Life • April - July 2024

- Led **content design** for a major revamp the online *Evidence of Insurability (EOI)* application experience, improving clarity and usability for thousands of employer-sponsored plan members.

- Collaborated with UI designers, product owners, underwriters, accessibility experts, and legal/compliance teams to ensure an **intuitive**, **inclusive**, and **WCAG-compliant** customer journey.

- Wrote all application copy—questions, microcopy, helper text, error messaging—to reflect the company's supportive **brand voice**.
- Used **Figma** to design and present content in context while guiding alignment across teams.

Content Designer / UX Writer
BMO Financial Group • November 2022 – October 2023

- Created **user-centric content** for the mobile banking experience introduced to 1.8 million new retail and business customers after BMO's acquisition of Bank of the West.
- **Partnered** with product owners, UI designers, legal/compliance, and accessibility experts throughout the **end-to-end design process**.
- Delivered microcopy, helper text, error messages, FAQs, and guidance that reflected **empathy**, **clarity**, and **WCAG standards**.
- Supported five **agile** teams covering distinct areas of the mobile banking journey.

UX Writer / Content Designer
BORN Group / The BIO Agency • January – October 2022

- Principal digital **UX writer** for AT&T Internet and Wireless products.
- Wrote **concise**, **accessible copy** for self-serve flows, persona-based recommendations, and **conversion** paths.
- Oversaw **content strategy** and reviews, ensuring governance, brand tone, and data-informed decision making.
- **Embedded in design teams**, contributing to user journeys and wireframes via Miro and Figma.

UX Writer / Content Marketing Manager
Tulip.io Inc. • August 2021 – January 2022

- Developed **UX copy and marketing content** for Tulip's SaaS retail platform and website.
- Created blog posts, whitepapers, email campaigns, social media, ad copy, and more to **align with business goals**.
- Collaborated with account-based marketing managers to drive lead nurture, acquisition, and **engagement**.

ADDITIONAL EXPERIENCE	Bell.ca **Manager, Editorial & E-comm**	We Design Group **Content Designer / UX Writer**
	Whatever Solutions & Media **Content Designer / UX Writer**	TML Supply Company **Content Designer / Digital PM**

RECENT PROJECTS	**EOI Application Experience, Sun Life** Digital *Evidence of Insurability (EOI)* application experience supporting thousands of employer-sponsored benefits recipients across the U.S. **Role: Lead UX Writer**	**BMW SSO Experience, Sun Life** Single sign-on (SSO) microsite enabling thousands of BMW employees to access their health benefits and submit claims online. **Role: UX Writer**
	First-time User Experience, BMO Onboarding of BMO's U.S. Digital Banking mobile app for 1.8 million new customers following the Bank of the West acquisition. **Role: Lead Content Designer**	**2SV Experience, BMO** New two-step verification (2SV) security protocol for 3 million U.S. customers using the BMO Digital Banking mobile app. **Role: Lead Content Designer**
	***March Madness* Campaign, AT&T** Marketing AT&T's Fiber Internet and 5G wireless services to website users leading up to the annual NCAA men's basketball tournament. **Role: Lead UX Writer**	**BYOD Back-to-School, AT&T** Bring your own device (BYOD) marketing campaign targeting parents and students, showcasing 5G plans and service bundles. **Role: Lead UX Writer**

EDUCATION	**York University, Schulich School of Business** Strategic Messaging & Business Communications (certificate)
	Canadian Marketing Association (CMA) Writing for the Web (certificate)
	University of Guelph Bachelor of Arts (BA) degree, Political Science

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RECOMMENDATIONS	Due to non-disclosure agreement (NDA) restrictions, I'm unable to share recent project samples from Sun Life or BMO, but I invite you to review my **LinkedIn recommendations** from clients, colleagues, and managers, which speak to my impact and approach.