

Colin Purcell

Content Designer & UX Writer
Peterborough, Ontario, Canada
416-998-5764 | cmpx@hotmail.com
Portfolio: colinpurcell.ca
LinkedIn: linkedin.com/in/colinpurcell

SUMMARY

Senior Content Designer and UX Writer specializing in fintech, insurance, SaaS, and telecommunications. Led high-impact initiatives for major financial institutions, including redesigning complex application flows for a leading U.S. benefits provider and supporting the launch of a mobile banking experience serving 1.8M+ customers.

Craft conversational, accessible, and compliant UX content in partnership with product, design, engineering, legal, and accessibility teams to deliver user-centered solutions that meet business and regulatory goals.

EXPERTISE

Content design & strategy: Content design • UX writing • Content strategy • Information architecture • Design systems • Brand voice & tone development • Accessibility & plain language • Conversational design

Growth & optimization: Conversion optimization • Data-informed iteration • Funnel & lifecycle content • Fintech regulatory & compliance collaboration • AI-enhanced content workflows

Tools: Figma • Jira • Confluence • Miro

WORK EXPERIENCE

Content Designer / UX Writer

Freelance | August 2024 – present

- Led content strategy and design for small and mid-sized B2B and B2C organizations across industries including financial planning, corporate real estate, IT, outdoor recreation, retail food production, and wholesale distribution.
- Designed clear, persuasive user journeys in partnership with business owners, stakeholders, UI designers, developers, and accessibility experts to support conversion and business goals.
- Explored and refined content variants using AI tools to reduce cognitive load, improve clarity, and better meet user intent.

Content Designer / UX Writer

Sun Life | April 2024 – July 2024

- Led content design for a major redesign of the online Evidence of Insurability (EOI) application, improving clarity and usability for thousands of employer-sponsored plan members.
- Partnered with UI designers, product owners, underwriters, accessibility specialists, and legal/compliance teams to deliver an intuitive, inclusive, WCAG-compliant experience.
- Wrote all application copy, including form questions, microcopy, helper text, and error messaging, aligned to a supportive brand voice.
- Used AI-assisted tools to accelerate content exploration while maintaining UX quality and regulatory compliance.
- Designed and presented content in context using Figma to drive alignment across teams.

Content Designer / UX Writer

BMO Financial Group | November 2022 – October 2023

- Created user-centered content for the U.S. mobile banking experience launched to 1.8M+ retail and business customers following BMO's acquisition of Bank of the West.
- Developed microcopy, helper text, error messaging, FAQs, and guidance aligned with WCAG and empathetic design principles.
- Collaborated with product owners, designers, legal/compliance partners, and accessibility experts across five agile teams.
- Introduced AI-assisted content workflows to accelerate iteration, brainstorm variations, and maintain UX quality.
- Developed chatbot content for live chat, including a comprehensive FAQ library reflecting BMO's empathetic brand voice.

UX Writer / Content Designer

BORN Group / The BIO Agency | January 2022 – October 2022

- Served as principal UX writer for AT&T Internet and Wireless digital experiences, including self-service flows, persona-based recommendations, and conversion journeys.
- Developed concise, accessible copy aligned to brand voice and data-informed insights.

- Contributed to content strategy, governance, and reviews to ensure consistency across digital touchpoints.
- Embedded within design teams to support user journeys and wireframes using Figma and Miro.

UX Writer / Content Marketing Manager

Tulip.io Inc. | August 2021 – January 2022

- Developed UX copy and marketing content for a SaaS retail platform and website.
 - Produced blogs, whitepapers, email campaigns, social media content, and digital ads aligned with growth objectives.
 - Partnered with account-based marketing managers to support lead nurture, acquisition, and engagement.
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ADDITIONAL EXPERIENCE

- Bell Canada – Manager, Editorial & E-communications
 - Whatever Solutions & Media – Manager, Content Design & Development
 - We Design Group – Content Designer / UX Writer
 - TML Supply Company – Content Designer / Digital Project Manager
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EDUCATION

York University, Schulich School of Business

Certificate – Strategic Messaging & Business Communications

Canadian Marketing Association (CMA)

Certificate – Writing for the Web

University of Guelph

Bachelor of Arts (BA) degree – Political Science