Colin Purcell
Content Designer & UX Writer
Toronto, ON
416-998-5764 | cmpx@hotmail.com
Portfolio: colinpurcell.ca
LinkedIn: linkedin.com/in/colinpurcell

SUMMARY

Content Designer and UX Writer with a focus on fintech, insurance, SaaS, and telecommunications. Led high-impact content design initiatives for major financial services organizations, including rewriting complex application flows for one of the largest group benefits providers in the U.S. and supporting the launch of a mobile banking experience for 1.8 million new customers at a top 10 North American bank.

Experienced in crafting conversational, accessible, and legally compliant UX copy that supports diverse user needs. Known for close collaboration with product owners, designers, developers, legal/compliance teams, and accessibility specialists to deliver user-centered, AI-assisted experiences that meet business and regulatory requirements. Proficient in Figma, Confluence, and Jira, and comfortable working in agile, cross-functional environments.

WORK EXPERIENCE

Content Designer / UX Writer
Freelance | August 2024 – Present

- Led content strategy and content design for small and mid-sized B2B and B2C organizations across industries including financial planning, corporate real estate, information technology, outdoor recreation, retail food production, and wholesale distribution.

- Collaborated with business owners, stakeholders, UI designers, developers, and accessibility experts to create clear, persuasive user journeys that support conversion and business goals.

- Explored and refined content variants using AI tools to reduce cognitive load, improve clarity, and better support 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 1.8 million new retail and business customers following BMO's acquisition of Bank of the West.

- Collaborated with product owners, designers, legal/compliance partners, and accessibility experts throughout the end-to-end design process.

- Delivered microcopy, helper text, error messaging, FAQs, and guidance aligned with WCAG standards and empathetic design principles.

- Collaborated with product owners and UX designers to develop content for "live chat" (chatbot), including a library of answers to FAQs that reflected BMO's conversational, empathetic brand voice.

- introduced AI-assisted content workflows to reduce iteration time, and leverages AI to brainstorm variations, proof for consistency, and speed the writing/editorial process while maintaining UX quality.

- Supported five agile teams across distinct areas of the mobile banking journey.

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.

- Wrote concise, accessible copy for self-service flows, persona-based recommendations, and conversion journeys.

- Supported content strategy, governance, and reviews to ensure consistency with brand tone and data-informed decision-making.

- Embedded within design teams, contributing to 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 to growth objectives.

- Partnered with account-based marketing managers to support lead nurture, acquisition, and engagement.

ADDITIONAL EXPERIENCE

- Bell Canada – Manager, Editorial & E-commerce

- Whatever Solutions & Media – Content Designer / UX Writer

- We Design Group – Content Designer / UX Writer

- TML Supply Company – Content Designer / Digital Project Manager

SELECTED PROJECTS

Evidence of Insurability (EOI) Application – Sun Life
Lead Content Designer
Digital EOI application supporting thousands of employer-sponsored benefits recipients across the U.S.

First-Time User Experience – BMO
Lead Content Designer
Onboarding experience for BMO's U.S. digital banking app following the Bank of the West acquisition.

March Madness Campaign – AT&T
Lead UX Writer
Marketing campaign promoting AT&T Fiber Internet and 5G wireless services.

BMW Single Sign-On Experience – Sun Life
UX Writer
SSO microsite enabling BMW employees to access health benefits and submit claims.

Two-Step Verification (2SV) – BMO
Lead Content Designer
Security protocol rollout for approximately 3 million U.S. digital banking customers.

BYOD Back-to-School Campaign – AT&T
Lead UX Writer
Bring-your-own-device marketing campaign targeting parents and students.

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), Political Science