

Colin Purcell

Senior Content Designer & UX Writer

Peterborough, Ontario, Canada

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SUMMARY

Senior Content Designer and UX Writer specializing in fintech, insurance, SaaS, and telecommunications. Led high-impact initiatives for international financial services and insurance companies, including redesigning complex customer application flows for a leading healthcare benefits provider, and designing content for a new mobile banking experience, helping onboard 1.8M+ newly acquired customers.

Crafting conversational, empathetic, and inclusive UX content in partnership with product, design, engineering, legal, and accessibility teams to deliver user-centered solutions that meet business and regulatory goals. AI expert, leveraging tools to improve efficiency and increase productivity.

EXPERTISE

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

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

Tools: AI (expert) • Figma (expert) • Jira • Confluence • Miro • Content management systems

WORK EXPERIENCE

Content Designer / UX Writer

Firefly Studios (Toronto, ON – freelance, remote) | August 2024 – present

- Leading content design and UX writing projects for small and mid-sized B2B and B2C organizations across industries including healthcare, finance, tourism, agri-food, D2C retail, food manufacturing, real estate development, and wholesale distribution.
- Designing clear, persuasive user journeys in partnership with business owners, stakeholders, UX designers, developers, and accessibility experts to support conversion and business goals.
- Exploring and refining content variants using AI tools to reduce cognitive load, improve clarity, and better meet user intent.

Content Designer / UX Writer

Sun Life (Boston, MA – contract, remote) | 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, micro copy, 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 (Toronto, ON – contract, remote) | 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.

Content Designer / UX Writer

BORN Group (New York, NY – full-time, remote) | 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, using AI to speed efficiency and balance workload.
- Embedded within UX design teams to support user journeys and wireframes using Figma and Miro.

Content Designer / UX Writer

Tulip.io Inc. (Waterloo, ON – full-time, remote) | August 2021 – January 2022

- Partnered with product experts to design content for cloud-based, retail SaaS products used by iconic brands 44 countries.
 - Produced blog posts, press releases, whitepapers, email campaigns, social media content, and digital ads aligned with growth objectives.
 - Managed content marketing including creation, distribution, outsourcing translation, and analytics for the purpose of scaling brand recognition and presence.
 - Partnered with account managers to support lead nurture, acquisition, and engagement.
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ADDITIONAL EXPERIENCE

- **Bell Canada** – Manager, Editorial & E-communications (Toronto, ON – full-time, remote)
 - **Whatever Solutions & Media** – Manager, Content Design (Peterborough, ON – full-time, onsite)
 - **We Design Group** – Content Designer / UX Writer (Peterborough, ON – freelance, remote)
 - **TML Supply Company** – Content Designer / Digital PM (Peterborough, ON – full-time, hybrid)
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EDUCATION

University of Guelph

Bachelor of Arts (BA) degree – Political Science

York University, Schulich School of Business

Certificate – Strategic Messaging & Business Communications

Canadian Marketing Association (CMA)

Certificate – Writing for the Web

VOLUNTEER

United for Literacy

Outreach Coordinator – Guelph Chapter