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# DENVER LOUIS

SENIOR CONTENT DESIGNER | [WWW.DENVERLOUIS.COM](http://WWW.DENVERLOUIS.COM)

## OBJECTIVE

I'm a performance-driven content designer, strategist, and writer with over 15 years of experience. I'm a champion for high caliber copy and I prioritize readability, accessibility, and education.

## SKILLS

- ◆ Content Design
- ◆ Email Marketing
- ◆ UX Writing
- ◆ Web Analytics
- ◆ Content Marketing
- ◆ Brand Strategy
- ◆ Content Strategy
- ◆ Digital Editorial
- ◆ Design System Strategy
- ◆ Voice and Style Guidelines
- ◆ Cross-Functional Partnership Management
- ◆ Research-Backed Copy Execution

## LINKS

- ◆ [Portfolio](#) (password: beeper)

## EXPERIENCE

### TIAA • SENIOR CONTENT DESIGNER (CONTRACT) • AUG 2024–CURRENT

- ◆ Work primarily within the Taxation, B2C, and onboarding spaces
- ◆ Distill complex tax paperwork into accessible flows for TIAA users
- ◆ Create content onboarding touchpoints for TIAA users

### US BANK • SENIOR UX WRITER/CONTENT DESIGNER II (CONTRACT) • JUN 2023–AUG 2024

- ◆ Worked on in-app and web content for CDs, Bank accounts, credit cards, and other financial products.
- ◆ Created content guidelines and documentation via Confluence
- ◆ Coordinated with product teams across US Bank, filling in content needs where necessary.
- ◆ Observed user interviews and usability sessions to make content iterations on emails, UX content and other customer entry points.

### TALLY • SENIOR CONTENT DESIGNER II • JUN 2022–FEB 2023

- ◆ Worked across every vertical within Tally with my focus being on onboarding and user-retention.
- ◆ Originated and managed growth content projects by creating PRDs and occasionally assigning work to designers and researchers.
- ◆ Revamped and optimized the new user experience (NUX) to be more conversational and less marketing centric.
- ◆ Worked in tandem with Tally's Lifecycle marketing team on emails and push notifications focused on ongoing engagement.
- ◆ Partnered with engineering on a Zen Desk integration for interactive, video-based FAQ videos during onboarding and in-app.
- ◆ **KEY PROJECT: As part of Tally's onboarding, I was tasked with creating new, more accessible FAQs, creating tooltips, reducing copy and doing voice narration for FAQ videos. The project was a success through launch and saw a 7% lift in user conversion a month after release.**

### ROBINHOOD • SENIOR UX WRITER II • SEP 2020–JUN 2022

- ◆ Launched seven options product enhancements that run the gamut from educational to strengthening client experiences.
- ◆ Oversaw growth interns, assigning work assignments and copy guidelines.
- ◆ Spearheaded comms as part of partnerships with Burger King, Planet Fitness and several different micro-influencers.

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- ◆ [Personal Website](#)
- ◆ [LinkedIn](#)

## EDUCATION

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B.A. • Print Journalism • Hofstra University • 2008

## PROFICIENCIES

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Figma | Sketch | Envision | Jive  
| Google Docs | Microsoft Office Suite | Jira | Salesforce |  
WordPress | SharePoint |  
Confluence | Google Analytics |  
Omniure | Trello | Adobe Suite |  
Asana | Airtable | Poloply | Zen Desk

- ◆ Worked with core product teams (PM, UX designer, researcher) to create iterative content through client research paired with design.
- ◆ Performed as on-camera talent in [10 options educational videos](#) for YouTube and in-app.
- ◆ **KEY PROJECT:** I helped create the in-app and external channel communication strategy for crypto gifting. This P2P product was launched during the holidays (2021) and has been a major crypto traffic driver for the app's 22+ million users.

### **VERIZON • SENIOR UX WRITER/CONTENT STRATEGIST (CONTRACT) • NOV 2019–FEB 2020**

- ◆ Conducted design system research (Human Interface Guidelines, Material, Carbon, etc.) and integrated ideas to create new components, patterns, and elements.
- ◆ Created a documentation workflow for the Verizon app's design team to interface with content needs.
- ◆ **KEY PROJECT:** I crafted design system guidelines for Verizon's app team to integrate with their web system. Within four months, I was able to fully integrate both systems.

### **MORGAN STANLEY • SENIOR CONTENT STRATEGIST • FEB. 2018–NOV. 2019**

- ◆ Started as a financial writer and rotated to other product areas.
- ◆ Ghost-wrote content for financial advisors that spanned articles and emails. Content was focused on affluent to ultra-wealthy clients.
- ◆ **KEY PROJECT:** I created [content standards](#) and drafted emails for financial advisors to distribute to their clients through the Next Best Action Client Engagement Model (NBA-CEM) system. Within a year of the product's launch, the system became one of Morgan Stanley's most successful digital initiatives.

### **JPMORGAN CHASE • CONTENT STRATEGIST (CONTRACT) • NOV. 2016–MAY 2017**

- ◆ Worked on messaging and established the voice and tone for several mobile apps under the Chase umbrella.
- ◆ Wrote UX copy for a variety of different JPMorgan clients ranging from high wealth to millennial and pushed through to legal and compliance for review (Push, In-app, email, FAQ).
- ◆ **KEY PROJECT:** I worked with a team to create the content strategy, personas and voice and tone for the Finn mobile app.

### **MORGAN STANLEY • UX STRATEGIST (CONTRACT) • JUN. 2015–APR. 2016**

- ◆ Designed, coded, and modified Morgan Stanley websites across the [Jive](#), Wiki, and SharePoint platforms.
- ◆ Developed the internal email marketing strategy to target key executives and stakeholders through Outlook.
- ◆ **KEY PROJECT:** I managed the editorial process and monthly calendars for Morgan Stanley's CTO team. I did a lot of work summarizing the team's various white papers for publications and internal newsletters.

**CAPITAL ONE • COMMS SPECIALIST (CONTRACT) • JUN. 2014–JAN. 2015**

- ◆ Crafted wireframes for web redesigns for several internally facing web pages hosted in the Jive Platform.
- ◆ Worked with Communications Management team to create internal user messages.
- ◆ **KEY PROJECT:** I drafted and edited presentation talking points and communication emails for executives in the Commercial Banking pillar.

- *Work experience available through 2007.*
- *References available upon request.*