

DENVER LOUIS

Senior Content Designer | UX Writer | Denver.louis@gmail.com | 516.225.2034 | Philadelphia, PA | [Portfolio](#): (PW: beeper)

PROFESSIONAL SUMMARY

Performance-driven Senior Content Designer with 15+ years of experience working with Fortune 500 companies. Expert in UX writing, AI prompt integration, and establishing scalable content systems that drive measurable conversion and retention.

CORE COMPETENCIES

- **Design & strategy:** UX Writing, Content Design, Information Architecture, Design Systems, Voice & Tone
- **Technical skills:** Figma, Sketch, Confluence, Jira, Claude, Gemini, ChatGPT, Google Analytics, Salesforce
- **Process:** User Research, A/B Testing, Agile/Scrum, Stakeholder Management

PROFESSIONAL EXPERIENCE

TIAA | Senior Content Designer (Contract) | Aug 2024 – Present

- Optimize B2C onboarding flows for millions of retirement plan participants.
- **Key achievement:** Transformed hundreds of complex IRS and regulatory documentation into accessible, plain-language digital experiences.

US BANK | Senior UX Content Designer II (Contract) | June 2023 – Aug 2024

- **Key achievement:** Crafted web/app content for high-value financial products including Loans, CDs, and Credit Cards.
- Established scalable content standards in Confluence adopted by 20+ product teams.

TALLY | Senior Content Designer II | June 2022 – Feb 2023

- **Key achievement:** Redesigned NUX with education-focused content, increasing conversion by 7% in one month.
- Partnered with lifecycle marketing to improve 30-day user retention by 12%.

ROBINHOOD | Senior UX Writer II | Sept 2020 – June 2022

- Led content strategy for options trading (7 million users), launching seven product enhancements to improve user confidence.
- **Key achievement:** Developed multi-channel strategy for crypto gifting P2P feature for 22M+ users.
- Managed brand partnership communications for Burger King and Planet Fitness (10M+ impressions).

VERIZON | Senior UX Writer / Content Strategist (Contract) | Nov 2019 – Feb 2020

- **Key achievement:** Created unified design system documentation for mobile and web within 4 months.

MORGAN STANLEY | Senior Content Strategist | Feb 2018 – Nov 2019

- **Key achievement:** Developed content standards and email templates for the Next Best Action model, increasing email engagement by 42%.

JPMORGAN CHASE | Content Strategist (Contract) | Nov 2016 – May 2017

- **Key achievement:** Co-created millennial-focused personas and voice/tone guidelines for the Finn mobile banking app.

EDUCATION

Bachelor of Arts, Print Journalism | Hofstra University

Reference available on request | Full resume available at www.denverlouis.com