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DENVER LOUIS

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OBJECTIVE

My goal is to always be an advocate for excellent user experiences.

SKILLS

- ◆ Project Management
- ◆ Email Marketing
- ◆ UX Writing
- ◆ Web Analytics
- ◆ Content Marketing
- ◆ Brand Strategy
- ◆ Content Strategy
- ◆ Digital Editorial
- ◆ Design System Strategy

EDUCATION

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

EXPERIENCE

TALLY • SENIOR CONTENT DESIGNER II • JUN 2022–CURRENT

- ◆ I work across every vertical within Tally with my focus being on the growth pod. My efforts have largely been around cultivating a more empathetic approach to our users.
- ◆ I've revamped and optimized the new user experience (NUX) to be more orientating and less marketing-centric.
- ◆ I've worked in tandem with Tally's membership pod and Lifecycle marketing team to come up with emails and push notifications for new users.
- ◆ I've worked with engineering on a Zen Desk integration for interactive, video-based FAQ videos during onboarding and within the app.
- ◆ **KEY PROJECT:** As part of Tally's new onboarding, I was tasked with creating new, more accessible FAQs, creating tooltips, reducing copy and doing voice narration for FAQ videos. The project has been a success through launch and has seen a 7% lift in user conversion.

ROBINHOOD • SENIOR CONTENT DESIGNER II • SEP 2020–JUN 2022

- ◆ Launched seven options product enhancements that run the gamut from educational to strengthening client experiences.
- ◆ Spearheaded comms as part of partnerships with Burger King, Planet Fitness and several different micro-influencers.
- ◆ Worked with core product teams (PM, UX designer, researcher) to create iterative content through client research paired with design.
- ◆ **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.



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VERIZON • SENIOR UX CONTENT STRATEGIST • 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 team's system. Within four months, I was able to help them fully integrate both systems.**

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

- ◆ Started as a financial writer and migrated over to a variety of 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, expanding overall financial advisor client engagement by 17%.**

JPMORGAN • CONTENT STRATEGIST • 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 • Jun. 2015–APR. 2016



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- ◆ Designed, coded, and modified Morgan Stanley websites across the Jive, Wiki, and SharePoint platforms.
- ◆ Developed the internal email marking 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 • 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.**