

JOSEPH DOWNS

SENIOR CONTENT DESIGNER

People come to a product for its content. My expertise lies in planning and crafting this content, infusing a human touch to guarantee the best experience for users, always mindful of the person on the other end.

To achieve this, I collaborate closely with Product Design teams and UX researchers, working in tandem to deliver the most effective solutions for both users and the business.

If you're interested in learning more about my background and what Content Design can bring to your team, let's chat.



Latest Experience

Senior Content Designer - Personio

May 2022 February 2024

- Collaborating with Product Designers, UX Research, Service Designers, and Engineering teams across all stages of development
- Leading and defining IA and taxonomy design for optimal content organization and enhanced accessibility
- Driving terminology discovery and definition, ensuring alignment with cross-functional partners for consistency
- Collaborating with fellow Content Designers to create and maintain the Personio Content Style Guide
- Working closely with the localisation team to ensure content scalability for diverse markets and cultural contexts
- Conducting user research to define problems and validate content decisions
- Leveraging user insights to iterate and optimise content
- Designing a content strategy that guides designs based on user needs and business goals
- Concept mapping to visually represent relationships between content elements
- Wireframing and prototyping in Figma to explore content ideas and produce testable concepts
- Helping to set up the Writer platform and onboard teams to ensure scalable content design across the organisation
- Coaching teams on how to use gen AI prompts to accelerate string production and eliminate lorem ipsum

Senior Content Designer - 14 (for SEAT & CUPRA)

May 2021 - May 2022

- Working with product design to ensure the best possible UX with regards to digital products throughout the user journey
- Participating in workshops with product design
- Using tools like Figma, Sketch and paper prototyping methods to create testable concepts
- Presenting content design solutions based on data and best practices to get feedback and buy-in from stakeholders
- A/B testing copy
- Documenting and implementing an ever-evolving brand voice for SEAT and CUPRA
- Holding workshops with copywriting team to align on brand voice
- Maintaining a company-wide style guide for text creation and localisation
- Creating and updating user personas with data gathered by research team
- Working with UX research team to iterate and improve on current features, as well as participating in user testing sessions

Skills

Concept Mapping | Information Architecture | Terminology Management | Wireframing | Prototyping | Content Testing | User Research | Transcreation | Conversational Design

Tools

Atlassian | Figma | Optimal Workshop | Phrase | Pendo | Maze | Photoshop | Sketch | Writer | ChatGPT | Airtable | Notion | SEMRush | Trello | Google Optimize | Google Analytics

Languages

English | Spanish | Irish

Education

Master's Degree, UX-UI Design
KSchool
2021 - 2022

Introduction to UX Writing
Domestika
2021

Certified Digital Marketing Professional
Digital Marketing Institute
2020 - 2021

Growth Hacking
Miríadax
2020

Applied Languages & Translation Studies
Dublin City University
2009 - 2013

Additional info

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