

Resume of Arthur Murray

Content Strategy and Design / UX Writing / Editing

Candidate Summary

Location: Charlotte, NC

Mobile: 704-989-1621

Email: arthuromurray@gmail.com

Availability: Available on short notice

What I bring to the table:

- 10+ years of experience working as a UX Writer, Content Designer/Strategist, Writer/Editor, and Conversational AI Writer, all incorporating the client's specified voice and tone.
- Ability to work with and contribute to the creation of client personas.
- Creator of marketing copy and principles in both B2B and B2C situations.
- Experience working cross functionally within an Agile environment using Jira. Collaborated with Engineers, Designers, Product Owners, Researchers, among others. Monitoring user testing and proposing changes that result from it.
- Experience with Bento research using UserZoom/UserTesting. Currently expanding testing knowledge into moderated user testing.
- Knowledge of Figma, Ditto, Mural, Miro, Microsoft Whiteboard, Sketch, InVision, and other design tools. Working knowledge of html and Adobe Analytics. Experience with generative AI – how and when to use it – and prompt engineering.
- Participation in setting up and optimizing customer journeys, from landing pages through cart/checkout. Also involved in development of robo-chat and agent scripting for mobile and desktop.
- Experience designing within regulated industries including financial services and banking, property and casualty insurance, and energy.
- Portfolio available: <https://arthurmurrayenterprises.yolasite.com/portfolio.php>

Professional Experience

Charles Schwab

September 2022 – present

Senior Content Designer/Strategist, contractor

Launching new digital experiences for managed investing products, including brokerage, IRA, Trust, and other products. Accomplished by collaborating with designers, developers, product owners, researchers, accessibility specialists, and compliance officers. Creating digital trade authorization and contributing to creation of dashboard for high-wealth clients.

Duties include:

- Delivering user experiences in Figma, sharing with Jira.
- Collaborating with engineers for development of Figma user experiences.
- Creating user journeys using content blocks.
- UX writing – micro-copy, calls to action, etc.
- Upholding brand voice and appropriate tone for pages and client personas.
- Ensuring accessibility.
- Simplifying processes for clients, prospects, and financial consultants.

- Monitoring testing of new processes with agents and clients and iterating after evaluating feedback.
- Training in Bento+ research. Soon to begin training in moderated research.
- Writing copy decks for project mockups.
- Crafting error and alert messaging.
- Participating in sprint development in an Agile environment.

Some results of work on rep-assisted managed investment online application since its launch on 3/29/23:

- 56% of rep-assisted brokerage account applications have come through our online Open and Enroll process. In March 2024, 67% of applications have been through our online process.
- Average processing time is 50% less than from branch scans and 61% less than using paper applications.
- Average time to fund is 36% shorter than paper applications.
- Current work involves expanding access to the application to high-wealth customers, expanding offerings to include IRAs and more customizations by reps.

U.S. Bank

March 2022 – September 2022

Content Strategist/Designer/UX writer

Overseeing revamp of the company's B2B credit card experience, including authenticated transaction management for the website and the app. Guiding redesign of its cards page, including navigation and other elements.

Duties included:

- Incorporating User Experience Design to overhaul credit-card expense submission, requests for more information, and dispute process.
- Working with design, development, research, and compliance.
- Maintaining U.S. Bank's voice and tone throughout the experience, based on client personas.
- Brainstorming new navigation paths for credit cards and expense reports.
- Monitoring user testing.

American CyberSystems

December 2021 – March 2022

Content Strategist/Designer

UX writer helping top Fortune 50 telecommunications company shape its conversational AI through its chat experience and agent scripting.

Duties included:

- Enforcing and contributing to linguistic guidelines for chat experiences on the client's website and mobile app.
- Audit of existing chat experiences and suggestions for improvement.
- Evaluating performance of automated tool designed to guide conversational AI across the site.
- Promoting use of the automated linguistic tool across business units.
- Editing chat flows to improve communications with clients.
- Helping revamp its agent scripting.

Wells Fargo

June 2021 – December 2021

Content Strategist Consultant

UX writer helping company overhaul its digital credit card collections flow.

Duties included:

- UX writing, including heroes, web pages, chat flows, and agent scripting.
- Strong concentration on the company's marketing persona voice and tone.
- Writing copy decks for project mockups.
- Crafting error and alert messaging.
- Content strategy including working with designers to tweak processes.
- Leading legal and compliance review of screens.

Sealed Air

April 2021 – June 2021

UX Writer

Writer helping company initiate its digital B2B buying flow.

Duties included:

- Working with UI designers on a customer help center, including guiding customers through a modified question/response flow similar to a chat response.
- Development of prototypes for various emails.
- Crafting error and alert messaging.
- Light content strategy, including working with designers to tweak processes.
- Audits of mockups for grammar, accessibility, and font usage (including colors).

Red Ventures

Nov 2011 – April 2021

Senior Content Strategist/Designer, Senior Editor, Editor and Writer

- Senior content strategist/designer and editor for the company's Power team, which sells deregulated electricity and natural gas in the states where it is available.
- Managed teams of inhouse and freelance writers.
- Played a leading role in the creation of a new Power website, AtlasHome.com, working with the business team, marketing team, SEO, design, and other stakeholders to build a customer-centric framework that could encompass other e-com and service businesses managed by the company. In addition to overall strategy, developed a content roadmap, planned and executed a dashboard, cart flow, tone, and more for the site, launched in July 2020. Continued to iterate on cart flow and set strategy for Outreach on the site.
- Helped design better user experiences across five energy Power websites, working with visual designers. Projects included introduction and creation of chatbot flows, product grid improvements, cart flow iterations, hero tests, and more.
- Managed data visualization projects including the Choose Energy Data Center (found at www.chooseenergy.com/data-center/), a compendium of data pages that included the website's most-visited page and several others that attracted big session numbers. Among entities linking to data center pages are the New York Times, Washington Post, the BBC, Scientific American, and many others.
- Collaborated on various website launches and overhauls in the insurance, moving, education, and other industries, including improvements to site navigation and mobile versions.
- Worked to develop and implement testing strategies for websites for such clients as Safeco Insurance, Allied Van Lines, North American Van Lines, the U.S. Postal Service and more.
- Wrote regular blog posts for Zillow.com, Nasdaq.com, business.com, USNews, and others.
- Managed, trained, and developed young writers in an Agile environment.

Arthur Murray Enterprises**Jan 2010 – Dec 2014****Freelance Website Consultant, Writer, Editor and Content Strategist**

- Clients include Business North Carolina, Defense Standard, Lake Wylie Today and the North Carolina Economic Development Guide magazines, UNC Charlotte and N.C. State University, North Carolina Construction News, the Charleston and Columbia, S.C., Business Journals, GSA (Greenville, Spartanburg and Anderson) Business and Red Moon Marketing.
- Services include content strategy, including website evaluations, hero welcome messaging and testing, and cart flow creation and improvement.

Business North Carolina magazine**Aug 2000 – Dec 2009****Senior Editor and Managing Editor for Special Projects**

- Oversight of projects including the Legal Elite, the magazine's annual competition to determine the state's top lawyers; and the North Carolina Economic Development Guide, a 96-page magazine sent to site-selection experts and business targets on behalf of the North Carolina Department of Commerce.
- Responsibility for planning, organizing and moderating round tables. Duties included arranging venues, securing participants, hiring transcriptionists and photographers, and editing transcripts for publication.
- Writing and editing articles in *Business North Carolina*.
- Executing daily updates of the magazine's website, www.businessnc.com.

**The Daily Dispatch
Editor****Mar 1997 – Aug 2000**

- Managed a 10-person newsroom, started a Sunday edition, wrote editorials and was the primary editor for all articles.
- Created and maintained the newspaper's Web site.

The Gaston Gazette**Mar 1993 – Mar 1997****News Editor, Sports editor and special-projects editor**

- Created a weekly NASCAR page syndicated to more than 100 newspapers.
- Launched and edited a weekly tabloid on the Carolina Panthers.
- Managed the newspaper's Web site.

Education & Certifications

University of North Carolina at Chapel Hill

Bachelor's degree in journalism