

# Arthur O. Murray

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Portfolio – <https://arthurmurray2.journoportfolio.com/>

## CONTENT STRATEGIST/DESIGNER

I'm a highly motivated content strategist/designer also skilled at UX writing with a bias toward accessibility, I have a proven record of developing engaging content for large companies, leading to measurably better user experiences. I love to collaborate, but I also thrive when working alone and managing multiple projects. I'm experienced at using Figma, and I'm comfortable with Sketch, CMS and html.

## SKILLS

Agile, AP Style, CMS, Competitor Analysis, Content Audits, Content Management, Content Blocking, Figma, Generative AI (Writer.com), JIRA, Sketch, Adobe and Google Analytics, User Experience, User Research (UserTesting/UserZoom), WCAG 2.1 Standards.

## EXPERIENCE

**Truist**, Senior content designer: contract (hybrid)

January 2025-present

- Helped overhaul website to update notifications, texts, and emails for desktop and mobile.
- Revamped onboarding for commercial clients, concentrating on permissions.
- Updated account advanced search filters.
- Worked closely with product, design (UX and UI), and development to ensure smooth processes.

**PayPal**, UX writer: Completed short-term contract through Magnit (remote)

November 2024-January 2025

- Participated as part of a contingent team rewriting a series of company emails, conforming to PayPal's style and voice. My manager was Nicole Bankowski, and I also worked closely with Laralynn Rapoza.

## **Charles Schwab, Senior content strategist: contract (remote)**

SEPTEMBER 2022- SEPTEMBER 2024

- Launched new digital experiences for managed investing products, including brokerage, IRA, Trust accounts, targeting standard and high-wealth clients, supporting three teams. In March 2024, 67% of applications used the online process with an average processing time that was 61% shorter than using paper. The average time to fund accounts was 36% shorter.
- Led an initiative to strengthen collaboration among content strategists, designers, developers, product owners, researchers, accessibility specialists, and compliance officers.

## **U.S. Bank, Content strategist and UX writer: contract (remote)**

MARCH 2022-SEPTEMBER 2022

- Oversaw revamp of the company's B2B credit card experience, including authenticated transaction management for the website and the app.
- Guided preliminary redesign of its cards page, including navigation and other elements, by relying on user research.

## **American CyberSystems, UX writer: contract (remote)**

DECEMBER 2021-MARCH 2022

- Helped top Fortune 50 telecommunications company shape its conversational AI.
- Wrote mobile and desktop chatbot responses to free live agents for other tasks.

## **Wells Fargo, Content strategist consultant: contract (remote)**

JUNE 2021-DECEMBER 2021

- Guided overhaul of its digital credit card collections flow, using kinder/gentler approach to collections. Worked with desktop and native mobile flows.
- Initiated work on a Disaster Help Guide for mobile and web.

## **Sealed Air, UX writer: contract (remote)**

APRIL 2021-JUNE 2021

- Modernized and, in some cases, created a digital B2B buying flow.
- Evaluated and rewrote error messages.

**Red Ventures, Senior content strategist, senior editor/writer: Fort Mill, SC**

NOVEMBER 2011-APRIL 2021

- Served as senior content strategist and editor for the company's Power team, which sells deregulated electricity and natural gas in the states where it is available. Created data visualization for an [energy data center](#). Wrote chatbot flow to filter potential clients.
- Edited and wrote long- and short-form copy for the company's Insurance team. Contributed guest posts for Zillow.com, Nasdaq.com and U.S. News, among others.

## **EDUCATION**

**University of North Carolina, Chapel Hill, NC**

Bachelor's degree, Journalism