

STEVE HEALD

UX CONTENT STRATEGIST

609-254-9838 | New York, NY | steve@easywritersteve.com | [LinkedIn](#)

CAREER SUMMARY

More than 16 years of experience as a content strategist, UX writer, and marketing copywriter. I create digital experiences that make it easy for users to complete tasks and get the information they need, while helping businesses achieve their goals. My work spans the product development lifecycle, including competitive research, user testing, and data analysis.

EXPERIENCE

Senior Content Strategist & UX Writer

June 2023 – Present

Granite Solutions | Remote Consultant

- Increase usability of fintech company's retirement plan enrollment & onboarding experiences as a content strategist
- Ensure consistent user experience across digital products by developing content design system / style guide
- Boost process efficiency by advocating for design thinking best practices and leveraging AI
- Maximize team's collective strengths by encouraging collaboration between content, design, research, and product team members

Senior Content Strategist & UX Writer

July 2022 – March 2023

Designit | Remote Consultant

- Led content strategy for SVB Go, Silicon Valley Bank's digital banking platform for U.S. and global businesses
- Wrote microcopy (mobile app and website) to help clients easily perform daily banking tasks
- Adhered to accessibility and UX best practices while meeting business and client objectives
- Presented UX work and got buy-in from the design team and stakeholders
- Managed the style guide team; expanded the guide to help design teams work more efficiently and build high-quality digital experiences at scale
- Performed research and competitive analysis for digital banking experiences
- Collaborated with the UX team (design, research, developers, QA), product owners, and stakeholders

Senior Content Strategist & UX Writer

December 2021 – June 2022

Charles Schwab | Jersey City, NJ

- Led content strategy, as a part of the UX team, for the onboarding experience and other content related to the Schwab acquisition of TD Ameritrade (30M+ clients moved to Schwab)
- Helped tell the brand story to ensure clients enjoy their digital interactions with the company
- Presented content and UX projects to stakeholders and clearly outlined how the work met business and client objectives
- Performed competitive audits and market research to guide content strategy and user experience
- Prepared content, including microcopy, for research (moderated user tests, A/B tests, and more) and adapted content to improve the user experience based on research and data
- Managed the editorial style guide and focused on consistency to provide clients familiarity across digital channels
- Developed customer journey maps using programs like Mural, Sketch, and InVision
- Collaborated with UX design, research, developers, QA, product owners, and stakeholders
- Worked with compliance and legal teams to obtain content approvals
- Maintained editorial calendar to help meet business objectives

Senior Content Strategist & UX Writer

November 2015 – December 2021

TD Ameritrade | Jersey City, NJ

- Managed the mobile app content team and wrote content to ensure the app is easy to use
- Mobile content included all on-screen text, push notifications, in-app messages, and text alerts (SMS)
- Rewrote 100+ financial term definitions for the mobile app and website to address negative client feedback; helped to reduce the call center's call volume by 1M+ phone calls over three months (2019)
- Wrote market and account alerts to promote more client engagement, trades, and revenue
 - More than 385M alerts delivered from Jan-Oct 2020 (tax doc availability, ACH/transfers)
 - Alert users generated 11X more trades and 8X more revenue than non-users from Jan-Oct 2020
- Wrote "What's new" content for iOS/Android app stores as well as the client website; promote products/features to encourage app downloads and website engagement
- Co-led the effort to meet Web Content Accessibility Guidelines (WCAG)
- Coordinated with strategists to ensure content consistency between app, website, and other platforms
- Conducted compliance and legal review sessions and obtained content approvals
- Agile software development team member with developers, UX designers, product owners, business analysts, and QA

Copywriter & SEO Content Marketing Strategist

January 2006 – Present

EasyWriterSteve | Remote Consultant

- Write B2B and B2C marketing copy; provide content strategy for businesses in industries such as healthcare, medical, finance, education, entertainment, food & beverage
- Content writing and strategy includes website and mobile app content, email marketing, direct mail, digital/print ads, SEO keyword research, content calendar planning, CMS

EDUCATION

Bachelor of Arts in Communications: Journalism & Advertising

Rowan University

CERTIFICATIONS

UX Writing Fundamentals | *UX Content Collective*

Introduction to Marketing | *The Wharton School at the University of Penn*

SKILLS

- Figma, Sketch, Invision
- Confluence
- Jira
- Content management systems
- Mural
- Miro
- Microsoft Office (Word, Excel, PowerPoint)

COMMUNITY ACTIVITIES & INTERESTS

- National Alliance On Mental Illness (NAMI) fundraiser
- Crohn's & Colitis Foundation of America (CCFA) fundraiser and mentor
- American Red Cross blood donor
- Royal Caribbean Cruise ping pong champ
- Men's rec hockey league champ (3x)
- Spelling Bee champ (2x)
- Junior golf champ (2x)
- Shawnee Basketball Camp *Mr. Hustle* Award
- Performing standup comedy
- Puns and dad jokes