



DANIEL JORDAN

LEAD CONTENT DESIGNER

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ABOUT ME

Hi, I'm Daniel, a Senior Content Designer. I've worked in-house, contract, agency, and freelance in London, Berlin, Stockholm and Barcelona.

I have a decade of experience helping users navigate products through the power of Content Design. I'm particularly experienced at implementing Content Design processes and helping them to understand the value of content design.

Recently, I took a break from work after a decade, to pursue a personal passion and gain a master's degree.

KEY SKILLS

Design software:

Figma
Sketch
Invision tools

Research:

User testing
A/B testing
Multivariate testing

Design

UX design
Content design
Design systems

EDUCATION

MA Medieval Studies
2025, University of York

BA English Literature
2015, University of Westminster

PROFESSIONAL EXPERIENCE

MONIEPOINT

Remote
CURRENT
FULL-TIME

Lead Content Designer

As the lead, I am responsible for managing the team of content designers and driving a process for a growing team, in an area with low maturity within this growing company. I am responsible for not only the operational side of content design, but driving excellence across the organisation through a tailored content design strategy, guidelines and design system, and helping to grow the revenue of one of Africa's leading Fin-tech firms.

EDREAMS

Barcelona / London
APR 2023 – JUL 2024
FULL-TIME

Content Design Manager

I helped to grow the team, collaborated on recruiting new team members, and helped juniors to thrive while driving the content design strategy for the organisation.

A relatively new team meant this role allowed me to focus on the operational side while having a wide impact in terms of implementing content design processes, coaching other content designers and educating stakeholders and guiding them through a content design strategy.

KLARNA

Stockholm
MAR 2022 – MAR 2023
CONTRACT CONSULTANT

Content Design Lead – Purchase Experience

I was employed for an initial 6 months in a consultant role to lead the content design efforts on the purchase flow. I was responsible for setting out content strategy and guidelines for Klarna's purchase experience, working with stakeholders to align on business goals as well as managing/coaching other content designers and copywriters. Klarna offered me a further 6 month contract after the initial contract expired.

STORYTEL

Stockholm
SEP 2021 – MAR 2022
CONTRACT CONSULTANT

Senior Content Designer – Design Systems

As the only (and first UX writer) I led product communication across the Storytel experience, aligning with over 30+ markets and languages and helping to define, create, and execute a consistent content design experience.

FREELANCE

Berlin / Stockholm
MAY 2018 – JULY 2021

Freelance Senior Content Design Consultant

I spent a number of years working in Berlin with my own successful freelance business. I worked for a number of clients during this period. I primarily worked on the creation of a new brand, Daydot. You can read more about that in my portfolio.

HOUSE OF KAIZEN

London
JULY 2017 – MAY 2018

Senior Content Designer

I headed up the creative department, working closely with a lead designer to devise creative experiences for clients, across the entire customer lifecycle, from extensive testing, UX work, microcopy testing, in an environment focused on performance marketing. Championing creative work and pushing innovation in our department and the wider company, I was responsible for championing UX writing.

CRAB CREATIVE

London
2014 – 2017

UX Copywriter

Crab Creative was a London-based, full-service digital design agency. It was a small, fast-paced environment where I had the opportunity to dig into various roles and roll my sleeves up to turn work around quickly in a tight-knit, creative agency environment. Over the years working at Crab, I immersed myself into growing field of UX writing and realised this was the next career move.