

Stuart Anderson

London/Edinburgh/Hybrid

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CONTENT DESIGNER

Experienced Content Designer and strategist delivering high-impact digital experiences by aligning UX writing with user-centred design principles. Proven track record of leading content transformation in complex organisations and embedding content strategy within cross-functional teams. Adept at simplifying journeys, increasing engagement and driving measurable outcomes through accessible and compliant copy. Skilled in crafting content for apps, digital tools and omnichannel campaigns across B2C and B2B audiences. Brings creative direction, stakeholder influence and data-informed storytelling to build content systems that scale.

KEY SKILLS

Content Design | UX Writing | Content Strategy | Digital Transformation | Creative Direction | Accessibility | Stakeholder Engagement | Agile Methodologies | User-Centred Design | Copywriting | Content Audits | Journey Optimisation | Campaign Strategy | Tone of Voice Development | Regulatory Compliance | Scriptwriting | Collaboration | Communication

EXPERIENCE

Digital copy and Content Design/Strategy

Aug 2020 – Present

St. James's Place Wealth Management

Leading content design, digital strategy and copywriting, driving digital transformation initiatives.

- Developed and implemented content design methodology from scratch, integrating it into the core operations of this FTSE 100 company.
- Digitised legacy processes, transforming product applications, sign-up journeys, corporate communications, and tools to enhance digital touchpoints.
- Led script creation for both instructional and brand-focused videos, collaborating with marketing and brand teams to align messaging.
- Contributed to the creation of the first client-focused app, designing all copy and content, supporting 200k+ active users.
- Worked alongside a multi-disciplinary team to embed user-centred design principles, enhancing client engagement with real-time financial tools.
- Directed accessibility and consumer duty initiatives, ensuring compliance with FCA-led standards and collaborating with senior stakeholders.
- Built and led the Campaigns Team to successfully launch large-scale strategic projects including Salesforce and Partner Websites.
- Partnered with the brand team to create compelling, consumer-focused campaigns, engaging both B2B and B2C audiences.

Senior Content Designer/Strategist/Copywriting

Aug 2017 - Aug 2020

Nationwide Building Society

Led content design strategy for Mortgages and Everyday Banking, focusing on user needs, Agile methodologies and stakeholder collaboration.

- Shaped the Agile @ Scale Pathfinder team, driving a user-centric content design approach for Mortgages and Everyday Banking services.
- Built strong relationships with internal stakeholders, gaining trust and promoting the adoption of Agile practices within the business.
- Utilised data and research to implement content strategies, enabling evidence-based decisions and fostering wider team engagement.

- Led the redesign of the mortgage hub, reducing content by 180 pages and driving record-level mortgage applications.

**Senior Content Designer/Strategist – Audi
Through BBH London**

March 2017 - Aug 2017

Creating new digital content and shaping an agile way of working.

- Led a team of 12 professionals to create a new cohesive and UCD approach to digital channels.
- Ensured brand maximisation, delivering cutting edge digital experiences to match customer expectations
- Created contemporary and personal digital transformations for users, including a car configurator, short engaging videos and an easier application journey for finance.
- Created solutions in tune with the customer expectations.

**Digital Creative Group Head
McCann Worldwide.**

2015 - 2017

Led content design strategy for a diverse brand portfolio, overseeing complete online rebrands and creating user-centric digital solutions across multiple brand platforms.

- Managed content design for Vauxhall, Bentley, and Coventry Building Society, implementing a modern content approach.
- Conducted comprehensive content audits, identifying user engagement issues and implementing data-driven solutions to address key pain points.
- Developed and optimised content, including web pages, apps and tools, resulting in enhanced user experience and improved transactional engagement.
- Achieved double-digit increases in user engagement and transaction rates through continuous content improvements and ongoing optimization efforts.

EARLIER CAREER SUMMARY

Creative Director/Digital Creative Director Bray Leino

Creative Director The Union Advertising Agency

Senior Copywriter & Shareholder The Union Advertising Agency, Edinburgh

Senior Copywriter -TBWA/LONDON

Copywriter & Creative Head Partners BDDH/Euro RSCG London

EDUCATION

3 yr Acting/Eng Lit. Mountview Theatre School. London.

Lee Strasberg Theatre & Film Institute. NY.

TECHNICAL SKILLS

Figma | Jira | Confluence