Jacqui Clydesdale
UX Writing and Content Design/Strategy
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EXPERIENCE

Financial and Consumer Services Commission of NB| Saint John *Communications Officer*

July. 2025–present

- Write English website content, news release, consumer alerts, media advisories and more for the Commission.
- Coordinate news releases and media advisories from the Canadian Securities Administrators.
- Manage legal reviews and translation for all materials.
- Coordinate public relations materials, such as advertorials for English and French publications, English and French radio ads, etc.

SpryPoint, Inc. | Charlottetown (remotely) *Technical Writer*

Oct. 2024–Jul. 2025

- Wrote release notes and technical documentation for SaaS for utilities (SpryEngage and SpryMobile)

CBTW | Toronto (remotely) *Senior Content Strategist & UX Writer*

Apr. 2024–Jul. 2024

- For **Energy Safety Canada**: made content strategy (including accessibility guideline) recommendations, created and tested new IA, and wrote content for the portal experience.

Publicis Sapient | Toronto (remotely) *Senior UX Writer & Conversation Designer*

Feb. 2024–Apr. 2024; Sep. 2023–Dec. 2023; Sep. 2022–Mar. 2023; Sep. 2021–Mar. 2022; Feb. 2020–Jan. 2021

In-house work:

- Wrote copy for **Publicis Groupe**'s Ask Marcel AI chatbot: conversational interface, calendar integration, timesheets, surveys and fun answers to common chatbot questions.
- Created decision trees for Ask Marcel's conversations, plus a digital style guide and high-level user flows.
- Wrote copy for the Marcel platform: error messages, instructional copy, a microsite, an online forum and app release notes.

OVERVIEW

Precise senior **UX and technical writer** who has created characters, content and conversation trees for AI chatbots; in-house style and accessibility guidelines; UI copy for devices, apps, kiosks and desktops; online help and documentation, FAQs, etc.

Confident **lead writer/editor** with experience hiring, coaching and mentoring juniors.

Collaborative **content strategist** who works well in an Agile environment, while communicating with product and marketing teams, designers, developers, and leaders in the c-suite.

ASK ME ABOUT

The script and voiceover I did for a video about an eReader

Wordplay in app release notes

How to give a chatbot personality with puns

EDUCATION

2010 | University of Calgary | Master of Arts, Education

Client work:

- For **Travelers Insurance**: rewrote copy for UK website redesign.
- For **Goldman Sachs**: wrote all UX copy for site redesign; advised changes to accessibility governance and UI-specific content.
- For **Mayo Clinic**: wrote all copy for onboarding, registration and progressive profile flows for a new patient portal website and app.
- For **Verizon**: created content and templates for a comprehensive rewrite of 60+ app descriptions.
- For **Shaw Communications**: created content strategy for internet and TV service offerings; wrote instructional content for self-connect feature; ran user tests for copy at usertesting.com.

Wikimedia | San Francisco (remotely) *Senior UX Writer*

Mar. 2022–Jun. 2022

- Created digital style guide for voice and tone; wrote UX content writing guidelines for Codex, their design system.
- Wrote and tested content for a booking system for events, a story creator flow and the preferences tab.

Rangle.io | Toronto *Senior UX Content Designer*

Sep. 2018–Sep. 2019

- Wrote and edited content for multiple client projects, including design systems for **Dick's Sporting Goods** and **Fast Retailing**.
- Developed content strategy for a start-up in the healthcare space.
- Created digital style guides, design principles, and end-to-end user flow documents; edited presentations and pitch decks.

Canadian Tire | Toronto *Manager, Editorial Services; Editor*

Nov. 2017–July 2018 (Manager); Nov. 2015–Nov. 2017 (English Editor)

As Manager:

- Managed a team of ten English copywriters and French translators.
- Created digital style guide for English and French content and wrote the (English) digital voice and tone section.
- Created briefs and assigned tasks for English SEO improvements.
- Developed rich content in English and French for website, store kiosks and Triangle microsite.
- Produced SEO-enriched copy, metadata descriptions and tags for web pages; contributed to increased organic search growth in 2017 of 5% YOY, for an overall search session share mix of 49%.

(Second Language Teaching)

2005 | University of New Brunswick, Saint John | Bachelor of Arts, Linguistics & English Literature

PROFESSIONAL DEVELOPMENT

Currently in twice weekly French tutoring sessions.

SEO/SEM Analytics (part-time course), 2018 Brainstation, Toronto

User Experience Design (part-time course), 2017 Brainstation, Toronto

SOFTWARE

Proficient in G Suite and MS Office 365. Familiar with Adobe products, PeopleSoft, Trello, Asana, Basecamp and JIRA, Figma, Zeplin, Miro and Mural.

OTHER SKILLS

Conversational French.

Produced, co-hosted and edited the podcast **Choral Fixation**; created all marketing materials and updated social media.

With funding from artsNB, writing a musical set on a train that travelled through NB during the 1930s, 40s and 50s.