

# ABOUT ME




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

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, scalable processes and operational initiatives

# KEY SKILLS

- Excellent Figma skills
- UX expertise
- Strategic development
- Stakeholder management
- Content design operations
- Design systems
- Content design guidelines
- Experience leading AI projects

## Languages:

- English  Native
- Swedish  Limited working
- German  Conversational

# EDUCATION

**MA Medieval Studies**  
2025, University of York

**BA English Literature**  
2015, University of Westminster

# DANIEL JORDAN

CONTENT DESIGN MANAGER

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# CURRENT

## MONIEPOINT

Remote  
CURRENT  
FULL-TIME

## Content Design Manager

I head up the content design team within a fintech achieving hyper growth, managing and developing a team of content designers while establishing scalable processes in a low-maturity environment.

I am accountable for both the operational delivery and the strategic direction of content design, defining and embedding a tailored content design strategy, guidelines, and design system to drive quality and consistency across the organisation.

Through close collaboration with product and business leaders, my work improves customer experience and supports revenue growth at one of Africa's leading fintech firms.

# EXPERIENCE

## 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

## 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  
FULL-TIME

## 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  
FULL-TIME

## 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.