

Jonathan Harris

UX | Content | Copywriting



+31 634 01 29 78



jonathanharris009@gmail.com



jonathanharris.online

ABOUT

I'm a Senior UX writer and content creator. I enjoy making software sound more human and believe that lorem ipsum shouldn't be a part of design.

I have over five years experience in copy and content and I demonstrate the value of writing through contributions that build great online experiences. Whether I'm driving metrics or building a user journey from scratch I'm just as confident analyzing million-line data sets as I am doing one-to-one user testing.

EDUCATION

Brunel University London 2015
BA Creative Writing – 1st Class Honours

The Harefield Academy
A Levels
(History, IT, Theology and English Literature)

SKILLS

I have experience working with tech teams in both product and marketing, crafting *value propositions* and building integrated campaigns. I've also worked on *messaging hierarchies* and *content strategy* for multi-channel *GTM* activities for both partners and customers.

Most of my work within product has been using *agile methodology* to optimise existing products and build new features. This includes working with designers and researchers on *user journey* mapping, *information architecture* and *wireframing*. As a senior writer I've also crafted as many *TOV guidelines* as I've followed.

Key skills include:

A/B Testing
Brand positioning
User Research
Writing for translations
Content strategy
SEO

EXPERIENCE

Senior UX Writer
Booking.com | Amsterdam | 2019 – Present

Working on the customer help centre, defining content strategy for customer FAQs, point of contact and customer support.

Delivered a travel package product based in the US market. Crafted the value proposition and implemented key messaging based on qualitative and quantitative insights, this also informed all UI and SEO text.

I drive craft quality within a community of 60+ writers, ensuring a high level of copy experimentation and translations. Mentoring other writers, facilitating and leading UX Writing workshops.

UX Copywriter
Booking.com | Amsterdam | 2017 – 2019

Responsible for content strategy across multiple teams that created the market-leading hostels product in 2019. Led the user research and development of Hostels Tone of Voice guidelines. Wrote all UX content for the product and marketing campaigns from Instagram to PPC, reaching millions of users.

Drove a high-impact project to fix content of non-hotel accommodation across the whole product and on all platforms. Created an entire user journey and error message flow for thousands of hostel partners to fix their incorrect room set-up and provide additional content for potential travellers.

Collaborated with teams across search results, maps and key product pages in core business. Autonomously A/B tested copy for the optimisation of existing features, generating hundreds of thousands in revenue for the business.

Content Marketing Executive
Agenda21 Digital Agency | London | 2016 – 2017

Owned the search engine marketing content for key client Vodafone. Advised on content strategy and collaborated with the in-house UX team on new product pages.

Keyword analysis for a variety of SEO content. Created product page copy, articles, infographics and videos for several clients.

Copywriter & Content Producer
FilmMaster MEA | Dubai | 2015 – 2016

Worked on content for a variety of clients such as Uber, Nestle, and Aramco, writing scripts and copy for online, TV, and events. Responsibilities included research, scriptwriting & production.