

Content designer and strategic communicator

Customer-focused, tech-savvy content and communications expert with more than 20 years of experience. Passion for making complex ideas meaningful to target audiences using clear and contextually relevant language. Innovator who thrives in politically sensitive, fast-paced, team environments. Proven results in:

- *Digital content design and strategy*
- *UX copywriting and editing*
- *Customer research*
- *Mentorship and team building*
- *Relationship management*
- *Media relations/promotion*
- *Content management/quality assurance*
- *Problem solving*
- *Social media/blogging*

PROFESSIONAL EXPERIENCE

Export Development Canada

Senior Content Designer

January 2022-Present

- First content designer at EDC, charged with promoting content design as a discipline at the crown corporation
- Develops standards for content design for the design ops and design system teams
- Works on design project teams to provide accessible content for various export credit insurance products
- Works with stakeholders, designers and developers to deliver UX and marketing content on time and on budget
- Manages stakeholders, including business and product owners, developers, and legal partners

RBC Design Team

UX Content Designer

March 2020-December 2021

- UX content design strategist with RBC Business Banking
- Provided compelling content and communications advice to support client-facing digital channels
- Specialized in payment projects for the next generation of business banking
- Worked with stakeholders, designers and developers to deliver UX and marketing content on time and on budget
- Managed stakeholders, including business and product owners, developers, and legal and compliance partners

TD DCX Strategy & Design Group

UX Writer

January 2019-February 2020

- UX content design strategist for a variety of digital banking products - online and mobile - used by millions of customers
- Specialized in two-factor authentication via the TD and MBNA mobile apps
- Provided compelling content and communications advice to support client-facing digital channels
- Worked with stakeholders, designers and developers to deliver UX and marketing content on time and on budget
- Managed stakeholders, including business and product owners, developers, and legal and compliance partners

RBC Design Team

UX Content Designer

April 2017-December 2018

- UX content design strategist with RBC Online Banking for a wide variety of products used by more than 8 million customers
- Provided compelling content and communications advice to support client-facing digital channels
- Designed customer research studies and led content mapping workshops for online banking products
- Specialized in payment projects, including the introduction of *Interac* e-Transfer Autodeposit and Request Money, helping RBC be among the first financial institutions to bring these products to market
- Worked with stakeholders, designers and developers to deliver web and marketing content on time and on budget
- Managed stakeholders, including business owners, product owners, developers, and legal and compliance partners

Canadian Jewish News

*Senior News and Assignment Editor, Chief Copy Editor
Web Editor*

2014-2017
2014- 2015; 2016
2001-2014
2001-2014

*Briefs, Comments, Co-Assignment, Supplements and Front Page Editor
Senior Copy Editor*

- Senior executive responsible for content and strategic direction at a national news outlet
- Managed a national team of writers, editors and designers as part of daily, weekly, monthly and yearly production cycles
- Managed reader engagement on social media, website comments; supervised all digital content on The CJN website
- Part of team that transitioned The CJN website from Drupal to WordPress; advised on site design
- Wrote a weekly election analysis column on Jewish issues during the 2015 federal election campaign
- Implemented new design and editorial processes for advertorial supplements, leading to higher advertiser engagement
- Professionalized newspaper- and site-wide editing and quality control

Freelance writer and editor

2005-Present

- Creates web and blog copy for client sites; edited an anthology of stories on the *Kaddish* prayer with a Toronto rabbi

Toronto Star, Copy Editor

1999-2001

- Edited national, foreign, business, arts, sports, travel and other news and feature stories (staff, wire and freelance)
- Composed headlines, decks and cutlines; consulted on layout; selected, edited and placed stories on *thestar.com*

Globe and Mail, Reporter

Fall 1999

- Reported and filed news stories to the Toronto and national desks

Canadian Jewish News, Editorial Reporting Intern

Summer 1998

Thompson Lightstone, Research Analyst and Manager of the Louis Harris Poll

1996-97

- Managed research for a multinational food company, including survey design, data analysis and reporting
- Monitored and analyzed focus groups on consumer products, financial services and the petroleum industry
- Managed a monthly syndicated poll; responsible for survey design, data analysis and media promotion

EDUCATION

OCAD – Course: Introduction to User Interface and User Experience (UX) Design, School of Continuing Studies

University of Toronto – Course: Information Architecture and Content Strategy, School of Continuing Studies

Ryerson University – Bachelor of Journalism

York University – PhD Program, Political science

University of Toronto – Master of Arts, Political science

York University – Honours Bachelor of Arts, Summa cum laude, Political science, mass communications

HONOURS

- OBUS Forme - Lotta Dempsey Life Award and A.O. Tate Memorial Award, excellence in reporting, Ryerson University
- Carol Bacon Gault Memorial Award, highest rated incoming student, Ryerson University
- Social Sciences and Humanities Research Council of Canada grant, PhD level
- Ontario Graduate Scholarship for study at the master's level
- Governor General's Silver Medal, York University

COMMUNITY ACTIVITIES

- Tyke convenor, Goulding Park Minor Softball, 2008
- Toronto Heschel School communications committee, 2003-2006
- Leadership Development Program, UJA Federation of Greater Toronto, 1997-1998
- Two-term member, CHRY Radio board of directors; one-term member, Excalibur board of publication, York University