

Andraé Alexander

andraealex@hotmail.com | 07961 955 339 | London, UK | [Portfolio](#) (P/W: Andraestudies)

PROFILE

A product-focused leader with proven experience scaling content and information systems across media, fintech, and SaaS.

Skilled in requirement definition, cross-functional collaboration, and product transformation.

Adept at managing content systems, developing rights-aware journeys, and turning complexity into measurable outcomes.

Ex-BBC and Smart Pension; now leading on AI content governance and operational tooling at dunnhumby.

HIGHLIGHTS

- dunnhumby** | Delivered rights-aware governance and tooling for generative AI content pipelines
- Royal London** | Unified two legacy initiatives for a regulatory-compliant, modular platform
- Smart Pension** | Redesigned retirement products, designed rights-aware journeys and improved service processing speed by 200%.
- BBC** | Led redesign of a 10,000-page internal platform, developing rights-aware journeys and increasing user satisfaction by 20%

SKILLS

Product

- Product scoping and requirements definition
- Sprint planning and prioritisation
- Roadmap development and documentation

Delivery

- Service blueprinting and journey mapping
- User research and data-informed iteration
- Patterns, interactions, and systems

Stakeholder

- Cross-functional stakeholder alignment
- Workshop facilitation and agile ceremony leadership
- Retrospective and review coordination

Operations

- Content workflows, tooling, and documentation standards
- Governance frameworks
- Design and content system management

CURRENT ROLE

SENIOR CONTENT DESIGNER | DUNNHUMBY

Feb 2025 – Present

Leading content product strategy, content systems, and AI guardrails across B2B SaaS.

- Co-led information architecture governance, developing use case modelling, and reusable pattern libraries.
- Defined support message workflows in partnership with Product Design, Design System, and Engineering.
- Created cross-functional design playbooks and training in Confluence.
- Developed governance for generative AI content pipelines, including semantic models and style guidelines.
- Partnered with Data Science to build and validate guardrails for AI-assisted experiences.

PREVIOUS EXPERIENCE

SENIOR DIGITAL CONTENT DESIGNER | ROYAL LONDON (FTC)

May 2024 – Dec 2024

Led content strategy and product delivery across retirement tools and insurance product families.

- Unified two legacy initiatives into a single roadmap.
- Defined MVP scope and governance for regulated journeys.
- Developed content requirements for modular patterns and IA models within W3C standards.
- Led workshops to align delivery teams and stakeholders.

LEAD CONTENT DESIGNER | SMART PENSION

Jan 2023 – Feb 2024

Owned content and product strategy, design operations, and team enablement across two product areas in a fast-scaling fintech environment.

- Delivered mobile-first product redesign, improving processing speed by 200%.

- Scaled content standards and UX team operations using Confluence.
- Partnered cross-functionally to define legal and regulatory system requirements.
- Led content strategy, developing requirements, journey management, global market localisation, and personalisation.

SENIOR CONTENT DESIGNER | SMART PENSION

2022 – 2023

Led the end-to-end redesign of Smart Retire user journeys, including onboarding and localisation.

- Re-architected onboarding journeys and localisation workflows.
- Iterated IA and documentation standards using Zeroheight and Confluence.
- Partnered with Product and Legal to establish scalable governance practices.

CONTENT PRODUCER | BBC

2017 – 2021

Led the redesign of the BBC's 10,000+ page internal service platform, developing task-based internal service journeys.

Strategy and operations

- Defined requirements with stakeholders from Production and Commercial Rights, aligning workflows to licensing and distribution models.
- Delivered CMS migration and metadata frameworks, coordinating sprint delivery and quality assurance.
- Designed scalable governance systems and GEL-compliant patterns.
- Implemented rights-aware workflows to support compliance and asset lifecycles.

Outcomes

- Increased user satisfaction by 20% YoY for key service areas.
- Reduced training and onboarding time by 50%.
- Trained and supported over 300 editors with workshops, documentation and onboarding tools.

PRODUCT SUPPORT SPECIALIST | BBC

2016 – 2017

Managed intranet operations in an agile product team, partnering with Analysts to drive continuous improvement.

- Partnered with UX and Product to develop user-first content patterns and workflows
- Analysed usage and performance data to support product backlog grooming and release planning
- Managed SharePoint content operations and tooling, supporting internal content workflows and publishing lifecycles

DIGITAL CONTENT MANAGER | BBC

2015 – 2016

Led the SharePoint migration, delivering content systems and editorial operations.

- Designed site information architecture to improve search, navigation, and enablement
- Developed content types and editorial workflows
- Partnered with engineering to develop technical guidance and publishing tools for content editors

TOOLS

Design | Figma, Miro, Adobe XD, Midjourney

Manage | Jira, Airtable, Trello, Planner, Excel

Operations | Confluence, WordPress, Zeroheight

Analyse | ChatGPT, Perplexity, Optimizely, Screaming Frog, WAVE

EDUCATION

MSc Marketing (with Merit) | Brunel University

2007 – 2008

BA (Hons) Law with Publishing and Media (2.1) | Middlesex University

2003 – 2006