

Andraé Alexander

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PROFILE

A product-focused strategist with a track record in building content and operational systems in media, fintech, and SaaS.

Experienced in internal tooling and cross-functional delivery to support product definition, leadership alignment, and large-scale transformation.

Skilled in developing rights-aware journeys, governance frameworks, and service patterns that turn complex needs into measurable outcomes.

Ex-BBC and Smart Pension. Currently shaping AI governance and product architecture at dunnhumby.

PRODUCT FOCUS

- dunnhumby** | Scaled governance and tooling for AI-powered content workflows, enabling operational clarity across product teams.
- Royal London** | Unified 2 legacy initiatives into a single roadmap for a modular platform of regulated journeys.
- Smart Pension** | Delivered a mobile-first redesign for product onboarding, improving service speed by 200%.
- BBC** | Rebuilt a 10,000-page internal platform into a task-based service, increasing user satisfaction by 20%.

SKILLS

Strategy and planning

- Product scoping and definition
- Opportunity scoping and user requirements
- Roadmap development and prioritisation

Process and delivery

- Sprint planning and backlog management
- User research and data-informed iteration
- Journey design and user flow optimisation

Collaboration and leadership

- Alignment across Product, Legal, Design, and Engineering
- Workshop facilitation and agile ceremonies
- Change enablement and communications strategy

Systems and operations

- Governance frameworks and operational tooling
- AI guardrail design and content workflows
- Tooling for intake, triage, and reporting

CURRENT ROLE

SENIOR CONTENT DESIGNER | DUNNHUMBY

May 2025 – present

Leading cross-functional product initiatives, scaling systems and GenAI operations.

- Partnered across Design, Data Science, and Engineering to scale rules-based workflows and operational systems.
- Co-developed guardrails for LLM-assisted experiences with Data Science
- Co-owned the development of notification and error registries for new products.
- Co-developed cross-functional playbooks and training knowledge bases in Confluence.
- Defined support tooling and workflows for internal intake and triage.

PREVIOUS EXPERIENCE

SENIOR DIGITAL CONTENT DESIGNER | ROYAL LONDON (FTC)

May 2024 – Dec 2024

Content product owner across retirement and insurance products.

- 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

May 2023 – Jan 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%.
- 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

Jan 2022 – May 2023

Led design for 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.

- Delivered CMS migration and metadata frameworks, coordinating sprint delivery and quality assurance.
- Implemented rights-aware user journeys to support conversions, compliance and asset lifecycles.
- Increased user satisfaction by 20% YoY for key service areas.

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 lifecycle.

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

Operations | Confluence, WordPress, Zeroheight

Manage | Jira, Airtable, Trello, Planner, Excel

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