Andraé Alexander

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PROFILE

A strategic Content Designer transforming complex, data-heavy products into clear, empowering experiences people trust.

Proven track record across pension, insurance, retail, and media products, crafting content that balances design, data and compliance.

Impact includes reducing customer processing times, consolidating initiatives, using evidence-based analysis to align investments with customer value, and establishing cross-functional frameworks that enable teams to ship user-focused work.

Known to mentor designers and partner across teams to shape strategy, elevate content quality, and scale systems for regulated journeys.

Ex-BBC, Smart Pension, and Royal London, currently at dunnhumby.

OUTCOMES

- **Smart Pension |** Led cross-functional redesign of pension onboarding for 1.5m members, developing scalable content patterns across product teams that reduced processing time by 70%.

- **Smart Retire |** Diagnosed product roadmap misalignment, pivoting from product tour development to structural IA, pattern, and microcopy improvements that increased comprehension and prevented £300K+ in costs across teams.

- **Royal London |** Designed Consumer Duty-compliant insurance journeys for vulnerable customers, developing patterns that balanced regulatory requirements with empathetic experiences.

- **dunnhumby |** Architecting content governance and notification systems across global product squads, including AI guardrails that maintain brand trust while enabling scalable delivery.

- **BBC |** Redesigned platform architecture serving 10K+ employees across departments, reducing operational costs through template-driven workflows that cut onboarding from weeks to 2 days.

SKILLS

Strategy
- Product vision and roadmap development
- Stakeholder negotiation and alignment
- Risk and research-based content strategy

Systems
- Information architecture
- Content modelling
- Taxonomy management

Discovery
- User research and data analysis
- Workshop design and facilitation
- Journey and choice mapping

Delivery
- Design operations leadership
- Design and content system governance
- AI guardrails and prompt engineering

CURRENT ROLE

SENIOR CONTENT DESIGNER | DUNNHUMBY   **Feb 2025 – present**

Leading content design for customer-facing notifications and in-product experiences across a global retail platform.

- **Platform systems**
  Designing an extensible, multi-channel notification framework implemented by global product teams and used by retailers and brands.

- **AI governance leadership**
  Partnering with Data Science to define AI governance frameworks and taxonomies, establishing content patterns and prompt guardrails to maintain brand voice across touchpoints.

- **Cross-squad operations**
  Developing intake processes, design playbooks, and leading collaboration rituals across squads to reduce design-to-ship cycles.

PREVIOUS EXPERIENCE

SENIOR DIGITAL CONTENT DESIGNER | ROYAL LONDON (FTC)   May 2024 – Dec 2024

Designed content experiences for product journeys, helping customers navigate complex financial decisions.

- **Strategic alignment**
  Unified fragmented pension initiatives into a coherent proposition and information architecture, resolving journeys and terminology.

- **Content patterns**
  Developed modular content patterns for insurance products, improving how customers find, understand, and navigate services.

- **Regulatory compliance**
  Developed Consumer Duty-compliant patterns for vulnerable customers navigating critical illness and bereavement, ensuring friction-free, supportive pathways.

LEAD CONTENT DESIGNER | SMART PENSION   May 2023 – Jan 2024

Led content design for pension contribution and income products, supporting customers with high-stakes learning and decisions.

- **Product development**
  Redesigned pension contribution and income experiences, developing conditional journeys around tax, investments, and risk that increased comprehension, reduced customer processing time by 70%, and reduced manual operational costs.

- **Strategic alignment**
  Facilitated cross-functional partnership and approval cycles across Design, Compliance, and Engineering; transforming gatekeeping relationships into collaborative design.

- **Design operations**
  Established cross-squad design operations and intake processes to scale consistent product design delivery, handover, and iteration.

SENIOR CONTENT DESIGNER | SMART PENSION   Jan 2022 – May 2023

Owned content design for a retirement income platform.

- **Strategic Intervention**
  Diagnosed and pivoted a proposed product tour using root cause analysis and research-validated content design. Redesigned architecture and UI that prevented £300K+ in costs across engineering, compliance, and procurement teams.

- **Hypothesis-driven design**
  Redesigned information architecture and content patterns for pension drawdown experiences, improving customer comprehension.

- **Scalable foundations**
  Established content standards and progressive disclosure patterns that balanced FCA compliance with user experience, reducing customer friction points.

CONTENT PRODUCER | BBC   2017 – 2021

- Redesigned platform architecture and services for 10K+ employees, improving satisfaction by 20% YoY.
- Led CMS migration, supporting 300+ editors and reducing onboarding from weeks to 2 days.
- Developed template-driven workflows that streamlined content production.

PRODUCT SUPPORT SPECIALIST | BBC   2016 – 2017

- Partnered with UX/Product on content patterns for internal services.
- Built a knowledge base and content community supporting 300+ editors.
- Analysed usage data to prioritise backlogs and iterate service journeys.

TOOLS

Operations | Jira, Airtable

Design | Figma, FigJam, Miro

Documentation | Confluence, Zeroheight, Dovetail

Analysis | Optimizely, Fullstory

EDUCATION

MSc Marketing (with Merit) | Brunel University

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