



DANIEL MCLEOD

Content Designer & Strategist

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ABOUT ME

I help global products make complex systems clear — improving accessibility, driving adoption and conversion, and raising the standard for content quality.

WORK EXPERIENCE

2023 – 2025

HousingAnywhere (rent tech) – Rotterdam, Netherlands

Content Designer II

- Led content design strategy company-wide, advocating to ensure Content Designers were embedded in product teams and involved in strategic project decisions right from the very start.
- Introduced Gen AI into content design workflows by creating a Gemini editorial agent trained on our style guide, voice principles, user emotion maps, and UX writing best practices with context awareness. Continually tested and improved our agent based on learnings and feedback. Introduced Intercom's Fin AI into our support content creation workflows to optimize article and chatbot content.
- Collaborated with UX Research to test new core terminology. Led content vision to prototype and A/B test terminology in our booking flow. Owned end-to-end content design of the new flow, leading to a 16% increase in rental applications and a 10% increase in total conversions (approx. €2.5m p.a.).
- Led content strategy for a major pricing change that increased our take rate by 15%. Managed communications and partnered with Sales and Support to maintain strong relationships with landlords.
- Actively nurtured open communication with other teams to foster collaboration. Improved content based on data and insights from Sales, Support, Booking Specialists and Internal Ops.
- Designed with accessibility and localization in mind. Introduced new methods to provide context to localizers and oversaw translation into 12 languages.

2021 – 2023

Holvi Payment Services (fintech) – Helsinki, Finland

Content Designer

- Owned end-to-end content design for web and native apps while working in product teams. Balancing work across teams to address users' context, needs and behaviors for projects spanning Accounting Software Integration, International Transfers, Holvi Business Credit Card and Virtual Debit Cards.
- Established Holvi's brand voice through in-depth UX content research, including user interviews, voice and tone surveys (1,600-plus users), and qualitative think-aloud sessions in three markets. Created a company style guide and content design system to scale content in a smart, standardized way.
- Led end-to-end help center renewal project, overhauling the help platform's information architecture, auditing support articles for readability and optimizing for organic discovery (SEO and navigability).
- Supported localization workflows by improving translator context delivery and mastering TMS tools.

WORK EXPERIENCE CONTINUED

2020 – 2021

Holvi Payment Services (fintech) – Berlin, Germany

English Content Writer

- Championed a unified content strategy across Marketing, UX, Legal, PR and Support.
- Published content campaigns for blog, social, print and out-of-home.
- Authored Holvi's content guidelines and style systems for scalable writing.
- Mentored teams on effective writing and cultivated language excellence organization-wide.

2018 – 2020

Avado (eLearning) – London, England

Copy Editor

- Collaborated with cross-functional teams (PMs, SMEs, designers, learning designers) to plan, review and deliver high-quality e-learning content.
- Wrote original video scripts on digital marketing and data science in partnership with Google and Tableau.
- Developed and edited diverse e-learning content formats — including text modules, interactive exercises and quizzes, checking for technical accuracy and compliance with pedagogical best practices.
- Reviewed assessments and learning outcomes to confirm coherence, fairness and learner engagement.

2014 – 2015

Connect (urban design) – Vancouver, Canada

Marketing and Communications Officer

- Developed and managed marketing and communications materials, including proposals, newsletters, awards submissions, media releases, promotional packages and web content.
- Built and showcased knowledge of the firm's role in Vancouver's urban and landscape heritage through public-facing materials and campaigns.
- Managed social media accounts and digital campaigns to promote projects, events and firm achievements to diverse audiences.
- Coordinated events, exhibitions and media coverage, strengthening the firm's visibility and industry presence within the Greater Vancouver area.
- Collaborated with internal teams to ensure consistent branding, messaging and effective communications across all channels.

EDUCATION

Conversational Design

Conversational Design Institute, 2025

Product Psychology Masterclass

Growth.Design, 2025

UX Design Immersion

CareerFoundry, 2020 – 2021

Master of Arts, Literary Linguistics (Distinction)

University of Nottingham, 2015 – 2016

Technical Writing and Editing

British Columbia Institute of Technology, 2013

Bachelor of Arts, English Language

University of British Columbia, 2008 – 2012