

# James Walker

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Senior Content Designer with eight years of experience in clear and inclusive digital content. Combines thoughtful problem solving with hands-on delivery, clear communication and a strong focus on measurable outcomes. Trusted partner to multidisciplinary teams, with a track record of turning complex challenges into practical improvements for customers and colleagues.

## Experience

### Civic Works Digital

Senior Content Designer

New York, NY  
2022 – Present

- Led content design for public service journeys used by more than 600,000 residents annually.
- Simplified eligibility guidance and application forms, reducing avoidable support contacts by 27%.
- Established inclusive language standards and reusable content patterns across a growing service portfolio.

### Plainspoken Studio

Content Designer

New York, NY  
2019 – 2022

- Designed onboarding, account and help content for consumer finance and education products.
- Tested terminology and task flows with diverse users to improve comprehension and successful completion.
- Built collaborative review processes that brought legal, policy, design and engineering teams into early decisions.

## Projects

### Plain Language Service Library

2025

Created reusable guidance, form patterns and error messages with research notes. Adoption across eight teams shortened review cycles and improved consistency.

## Education

### New York University

English & Media Studies

BA  
2013 – 2017

## Skills

### Content design

UX writing, Information architecture,  
Content strategy

### Research

Usability testing, Content audits, Journey  
mapping

### Delivery

Figma, Design systems, Editorial governance

## Certifications

### UX Writing Academy Certificate

UX Writing Hub

2024

## Community

### Community Skills Network

Edit practical guides for a community legal support organisation and coach volunteer writers.

2023 – Present

## Languages

### English

Fluent

### Dutch

Conversational