

Colin Sharp

Content Designer + UX Strategist

colin826@gmail.com

778.384.0741

I've spent over a decade at the intersection of **product strategy**, **UX design**, and **copywriting** working with clients of all sizes and shapes to make every digital product I touch *easier to understand*.

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Skills

- Digital product and UX strategy
- Customer-focused content design from initial content requirements to interface microcopy
- User journeys, onboarding flows, product flows, and information architecture
- User testing and validation sessions that lead to data-informed decisions
- Content and design audits, research, and recommendations
- Creation and implementation of style guides and principles that ensure best practices
- Persuasive presentation of ideas and initiatives to internal and external stakeholders

Tools

- Figma
- Miro
- Sketch
- Adobe Creative Suite
- Google Drive
- Lookback
- Asana
- Webflow
- and many more

Work Experience

Content Designer + UX Strategist – Freelance (July 2023 – Present)

- Quickly onboarded to existing teams to help audit and improve content design in digital products, as well as establish guidelines and best practices for future collaborators.
- Copywriting assistance and review of communications materials to improve client pitches, impress with case studies, and more.
- Clients include: Pinterest, Quietly, Fastloop, SaaS Insurance

UX Copywriter + Content Strategist – Invoke (October 2018 – June 2023)

- Deeply involved at every stage of creating digital products — with my specific role spanning content design, strategy, product audits, user testing, information architecture, workshop facilitation, and more based on the needs of the project. This was done in close collaboration with a cross-functional team of designers, engineers, product managers, and leadership to ensure that all product content is at an exceptional level of quality and impact.
- Clients include: Toyota North America, City of Vancouver, D-Wave, Angaza

Copywriter – Invoke (April 2015 – October 2018)

- Providing all digital products that Invoke develops with quality copywriting that ensures users understand and enjoy the products they use. I bring a user-first mindset to copywriting by collaborating with UX designers to lead user research and conduct usability sessions. These uncover opportunities to make vast improvements to products with simple copy changes that require no additional design or development.
- Clients have included: BCAA, Vancity, More Rewards, The Jim Pattison Group

Work Experience cont. next page

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Work Experience (cont.)

Junior Copywriter – Invoke (September 2013 – May 2015)

- Applied copywriting skills and education in interaction design to both marketing, social media, and product development projects taking place at Invoke. I produce well-thought out userflows and engaging social strategies with clever and compelling copy. This involved frequent, deep collaboration with the Marketing Strategy team and UX Design team.
- Clients have included: Finning Caterpillar, NHL, Save-On-Foods, Telus

Marketing & Community Management Intern – Invoke (June 2013 – August 2013)

- Developed digital strategy plans for a variety of top brands which included content schedules, copywriting, network recommendations, and community management/outreach.
- Clients have included: Earls Restaurants, 7-11 Canada, and all of Invoke Labs' incubated start-ups.

Web Intern (Co-Op Position) – David Suzuki Foundation (September 2012 – December 2012)

- Managed web and email content, designed and produced sub-pages for website, and assisted in the oversight of social media presence.

Visual Designer (Co-Op Position) – EA Sports Online (April 2011 – August 2011)

- Worked with web design team to translate wireframes and the target audience's needs, tasks, and goals into fully designed interactive experiences. Success in the position required an attention to detail, an iterative design process, and the ability to ensure that all visual elements were attractive and contributed to a smooth and enjoyable user experience.

Education

Simon Fraser University — Bachelor of Arts (B.A.), Interaction Design (2013)

A Little About Me

My free time is often spent enjoying movies new and old at the theatre — and keeping track of them on Letterboxd. I also have my favoured ways of staying active: playing basketball, snowboarding, swimming, and cycling. That being said, most of my time outside of work is spent on stage — I have been a stand-up comedian for nearly 15 years performing on and producing shows.