ED BIRCHMORE
UX & Digital Content Strategist
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Profile

UX and website practitioner, with 25 year's experience within the digital space. Specialising in website information architecture, usability, content, copy and design. For many years, I have written, shaped and optimised digital content as part of wider UX for websites and Apps, ensuring clarity, accessibility and engagement across complex and simpler user journeys.

Skilled in combining content creation with user insight, analytics and testing to reduce friction, improve understanding and support conversion and user satisfaction. I am particularly motivated by data and analytics-driven work where thoughtful, evidence-based content and intuitive structure can make a meaningful difference.

Core Skills

UX & Product Design | Information Architecture | Content Strategy and Planning Digital Strategy | Website Copy ('Writing for Web') | User Research & Testing | User Journeys and Messaging hierarchy | Prototyping Concepts (Axure, Figma) | Brand and Tone of Voice | Stakeholder Engagement | Complex Workflows

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Professional Experience

Senior UX & Website Content Specialist
Various Clients incl. La Casa Shambala, Jewzy TV, HSBC, Mercedes-Benz, Aviva and Barclaycard (Client-side and Agency-side)

Freelance / Contract
2016–Present

- Led UX-informed content creation across websites, combining UX best practice, copywriting, page structure and user insight.
- Conducted content audits and identified bottlenecks, drop-off points and un-intuitive content and navigation hierarchy.
- Designed and refined entire website and App structures, messaging hierarchies to reduce friction and improve usability.
- Used analytics and user testing insight to validate changes and help guide content enhancements to improve visitor's overall ability to complete tasks or find required information.

- Planned, wrote and edited website content to support engagement, clarity and conversion
- Applied SEO best practice, including keyword research and content optimisation, to improve organic performance
- Worked closely with communications, marketing and stakeholders to align content with business and campaign goals
- Shared insight and recommendations to support consistent, high-quality content across teams

Career Break & Solo Projects
2022–2024

- Took time out to write a couple of novels, one of which is on-going.
- Designed, mapped and completed a new UK National Hiking Trail (L2L: Lowestoft to Land's End) raising awareness through Media and funds for the British Skin Foundation.

Professional Experience

Senior User Experience Consultant
Various Clients incl. Pearson Education, Swiss National Broadcaster (SRF), Nationwide Bank, ITV and Ogilvy – Client-side and Agency-side

Freelance / Contract
2000–2016

As well as much of the above…

- Applied UX principles to website content and copy, ensuring information was clear, intuitive and user-focused
- Developed user-based Personas and Scenarios and hypotheses to prove or disprove as part of UCD best practices
- Planned end-to-end content journeys for key actions including booking, sign-up and single sign-on (SSO), Identification and Validation (ID&V)
- Led content, copy and structure improvements informed by user testing and feedback
- Supported teams in understanding how content choices affect usability, trust and engagement
- Applied Accessibility best practices to all projects

Tools & Platforms
Microsoft 365 – Word, Excel, Powerpoint etc, CMS including Wix, MS CMS and Wordpress, Axure RP, Figma, Adobe CC, Jira, Confluence, Fireflies.ai, Kling Ai, Chat GPT-4,

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More details available on my [Portfolio](#) and [LinkedIn Profile](#)