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CONTENT DESIGN & UX WRITING PROFESSIONAL

I'm a content designer with over five (5) years of experience. I'm a top-performing and result-driven writer with a passion for crafting clear, engaging, and user-focused content for digital products that connect with audiences and drive action. With a blend of strategic thinking and creative storytelling, I help transform complex ideas into impactful content that enhances user experiences and meets business goals.

SUMMARY

- Passionate about creating meaningful digital experiences by combining words and design in thoughtful ways.
- Actively contribute to shaping user journeys and product experiences by collaborating closely with design and product teams.
- Strong advocate for the importance of content design as a critical part of the design process.
- Proficient with tools including Figma, Miro, Jira, Confluence, and PlaybookUX to support design, collaboration, and research efforts.
- Excellent communicator with a proven track record of cross-functional collaboration with product, design, research, legal, marketing and engineering teams.
- Creative thinker and problem solver with a keen eye for detail and a commitment to clarity, simplicity, and usability.
- Strong facilitation and leadership skills with the ability to work dynamically across multiple teams and bridge gaps between product areas.
- Demonstrated ability to manage and deliver across multiple projects simultaneously in fast-paced environments.
- Committed to writing inclusive, accessible content, and collaborating with localization teams to ensure clarity, consistency, and cultural relevance across languages and regions.

PROFESSIONAL EXPERIENCE

ACCENTURE (TD Bank USA)

Content Designer

June 2025 – Present

- Lead content design for the Open Banking Pod, working on projects such as Account Funding, Plaid Integration and others.
- Responsible for writing clear, concise and user-focused copy that improves the end-to-end experience and enhances digital experiences.
- Collaborate closely with product designers to ensure seamless integration of content and design.
- Partner with the researcher to support usability testing, applying findings to refine and improve copy for clarity and usability.
- Work closely with compliance and legal teams to secure approvals, ensuring all content meets regulatory and organizational standards.
- Contribute to shaping a human-centered design process within the pod, advocating for content as a key part of the overall user experience.

SURVEYMONKEY

UX Writer/ Content Designer

Jan 2025 – April 2025

- Wrote clear, concise, and user-friendly UI copy, including labels, tooltips, error and success messages, and empty states to guide users through various flows.
- Conducted a content audit for the "Analyze" experience and presented actionable findings to the team, leading to content improvements that enhanced usability.
- Collaborated cross-functionally with designers, researchers, and PMs on the Thematic Analysis experience to improve content clarity and consistency.
- Applied user feedback and data to inform content decisions and ensure alignment with product goals and user needs.
- Contributed to maintaining content standards and consistency across the product.

PRESIDENT'S CHOICE FINANCIAL, CANADA

UX Writer/ Content Designer

Nov 2022 – Dec 2024

- Led content design for multiple business units within the banking experience, including Money Movement, Digital Adoption, and Convergence, ensuring cohesive, user-centered content across complex journeys.
- Created user-focused content for web and mobile, ensuring seamless user journeys, including error/success messages, tooltips, application flows and website content.

- Co-designed key banking experiences such as Autopay, Card Activation, Dispute Resolution, Onboarding, and new product features in collaboration with product designers and cross-functional teams.
- Responsible for writing clear, user-focused email and SMS messages that communicated account status updates, ensuring consistency across channels and alignment with product messaging.
- Served as the sole Content Designer on the eStatement project, working closely with a Product Designer to build out the user flow and experience, which led to a 13% switch to eStatements within the first month of launch.
- Led content design on the Pay with Points feature, partnering end-to-end with a Product Designer to shape the experience. This resulted in over 2 million points redeemed within the first week of launch.
- Developed and maintained the content style guide and content testing guide that adhere to best practices and ensure consistency and scalability.
- Conducted content and usability research, analyzed insights, and iterated on content to improve clarity and effectiveness.
- Collaborated with product designers, product owners, developers, marketing and other relevant stakeholders to create user centric designs and experience that aligned with product and business goals.
- Presented copy direction to stakeholders, clearly explaining the rationale and iterated on content based on testing and feedback.

CONTEXT CREATIVE, CANADA

Copywriter

May 2022 – Oct 2022

- Crafted compelling and creative content for clients in regulated sectors, including naming, print, digital, social, email and OOH campaigns.
- Researched and simplified complex topics and translating them to simple communication materials.
- Proofread and ensured quality control on all communication materials.
- Collaborating with strategists, creative directors, designers and project management teams in the implementation and execution of marketing campaigns for clients.

INTERSWITCH GROUP, NIGERIA

UX Writer

Aug 2021 – Mar 2022

- Designed user flows and wrote copy for websites, landing pages and digital products, which increased website visits and downloads of the Quickteller website and Quickteller mobile application by 8% and 12% respectively.
- Created a UX Writing Style guide that is currently being adopted by the organization for all its UX writing needs.
- Wrote conversational copy for the Quickteller chatbot, which provided assistance to users and helped improve customer's resolution by 6%.
- Participated and analyzed user behaviour to improve user experience.
- Developed an interactive landing page for a lifestyle event, that resulted in 10,000 registrations within 1 month of deployment.
- Collaborated with product owners, UX designers, developers, and business partners and stakeholders to create user centric, intuitive digital products.

Content Strategist

Aug 2019 – July 2021

- Developed, implemented and supervised digital marketing campaigns, including social media, display and search advertising campaigns, which generated a 15% increase in profit for Quickteller.
- Managed the email marketing efforts for Quickteller and Verve, and with the use of compelling email storytelling, increased the open rate from 4%- 12%.
- Managed the written communication and narrative script writing of the company and its brands across all touchpoints, including TV commercials, Radio Spots, Jingles, websites, thought leadership articles, blogs and social media channels.
- Worked with various agencies and partners to achieve predetermined organization goals.
- Planned and executed various brand initiatives such as Verve Life Event, Interswitch One Music Africa Fest and Quickteller Music Event, which recorded a combined 40% increase in participation from the previous year.
- Developed an insightful and actionable content strategy for the Verve brand, thereby increasing followership by 12% and engagement by 7%.

NOAH'S ARK COMMUNICATION LTD, NIGERIA

Copywriter

July 2015 – Nov 2018

- Responsible for developing marketing initiatives for brands across different industries. My role involved taking a client's advertising brief and generating concepts/original copy ideas that grab the attention of

the target audience. This included creating straplines, slogans, body copy, jingles and TV scripts that accompany advertising visuals.

- Increased agency revenue by 20% through my creative contributions and contributed to agency growth and increased agency portfolio by 10% in 3years.
- Conceptualized and wrote stories & copy with strong influence based on our local nuances, so that they are relatable to the target audience.
- Responsible for amending, revising & redeveloping adverts or campaigns in response to feedback from the Creative director or client. I was also responsible for proofreading & conducting quality checks of materials before they leave the agency.
- Nominated and won both local and international awards for clients, as well as being published on international and local journals, such as Lurzer's Archive, Adsoftheworld.

EDUCATION & TRAINING

PGD Mass Communication 2020, National Open University of Nigeria.

B.Sc. (Hons) Mass Communication 2014, University of Lagos, Akoka, Lagos state

Certificate in Advertising Creativity. (2017), CultureCode International School of Media & Creativity

Certificate in Copywriting. (2015), Ad school of brands and marketing communication.

Oxygen