

Andrew Nagy

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Professional Summary

Results-oriented content professional with a passion for creating engaging, user-centric digital experiences. Expertise in UX writing, content design, research, design systems, and data analysis. Successfully led content strategy for a Fortune 100 financial-planning platform, driving user engagement and building brand trust.

Skills and Software

UX writing	User research	Omnichannel strategy
Design systems	Persona creation	Wordpress
Content style guides	Lean UX	Airtable
Content audit	Information architecture	Ditto
Confluence	Jira	Figma

Work Experience

Sr. Content Designer | JPMorganChase - New York, NY **Mar 2024–Present**

Develop and execute the content strategy and content design system for a new digital commercial banking app targeting the innovation economy. Responsibilities include writing design system guidelines, crafting user-friendly microcopy, and ensuring consistent language across the app.

- Streamlined the content design system by conducting a cross-functional audit of use cases, resulting in consistent terminology across the entire app.
- Led the optimization of the content process by refining intake, discovery, development, and delivery workflows to better integrate with the overall design process.
- Fostered a collaborative and knowledge-sharing environment within the team by educating peers on content design principles and actively learning from their expertise in visual UX design.
- Demonstrated leadership by establishing a comprehensive notifications content framework, guiding the team towards informed design decisions.

Content Strategist | NICE Actimize - Hoboken, NJ **Nov 2023–Mar 2024**

Planning, designing and writing marketing content, including website microcopy, case studies, white papers, and brochures for the company's flagship financial crime prevention products.

- Redesigned 21 web pages for core products, creating wireframes and user-centric copy to improve SERP rankings and drive conversions.

Content Strategist | Northwestern Mutual - New York, NY **July 2021–July 2023**

Supported product and design initiatives by planning, designing, writing, and editing relevant content based on project objectives and user needs.

- Created the content strategy for the homepage of the authenticated client website to improve navigation and self-service efficiency.

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- Created and developed the product voice and tone style guide, improving language and design consistency as well as client trust across NM's product suite.
- Refined and executed the content strategy for PX, the company's proprietary financial-planning platform that was named "[Best InsurTech Solution](#)" in 2022.
- Conducted content needs workshops to prioritize high-impact content design opportunities, aligning siloed initiatives and increasing design workflow efficiency.
- Taught a "Writing for Usability" course to 20+ product designers, enhancing their UX writing skills and improving design quality.
- Restructured the Design Organization's onboarding platform, performing a ROT analysis, reorganizing the taxonomy and renaming labels, resulting in a more efficient experience.

Senior Editor | Cigar Aficionado - New York, NY

Dec 2019–Nov 2020

Managed the day-to-day editorial production for the magazine's website and socials, wrote news and features articles, and developed the brand's content strategy, including core SEO tactics.

- Created and planned the editorial calendar (80+ posts/month) in Trello, improving the workflow between editorial, design, advertising, marketing, and engineering.
- Used Semrush, Google Trends, Google Analytics, as well as social and video data to optimize content, increasing page views and followers, leading to more ad revenue.
- Planned and executed the redesign of 18,000+ cigar ratings via activities such as CMS migration and content template creation, enhancing website load time and engagement.

Associate Editor | Cigar Aficionado - New York, NY

Dec 2014–Dec 2019

Wrote content and supervised 4 digital editors while overseeing the daily operations of the website and socials to ensure all content met publishing standards for tone and accuracy.

Assistant Editor | Cigar Aficionado - New York, NY

May 2008–Dec 2014

Managed the website content, proofread stories for tone and accuracy, entered posts into the CMS, and also planned and executed the brand's social media calendar and posts.

Copy Editor | Central Maine Newspapers - Augusta, ME

Aug 2006–Mar 2008

Proofread, edited, and designed news stories for the *Kennebec Journal* and *Morning Sentinel* newspapers, ensuring accuracy and adherence to AP-style guidelines.

Education

B.A. English | Manhattanville College | Purchase, NY

Managing Digital Content Certificate | Univ. of Wisconsin - Milwaukee