I do words that move people

📞 +31 6 42 911 377

✉ djmcleod90@gmail.com

🌐 danieljmcleod.wixsite.com/
writing-portfolio

📍 Rotterdam, Netherlands

EDUCATION

Conversational Design
Conversational Design Institute
2025

Product Psychology Masterclass
Growth.Design
2025

UX Design Immersion
CareerFoundry
2020 – 2021

Master of Arts
Literary Linguistics (distinction)
University of Nottingham
2015 – 2016

SKILLS & TOOLS

- Human-centered writing
- Task and user flows
- Wireframing and prototyping
- Localisation management
- Project and stakeholder management

DANIEL MCLEOD
Content Designer

ABOUT ME

I craft content strategies that bridge user needs and business goals — with words that work and decisions that scale.

WORK EXPERIENCE

Nov 2023 – Present
HousingAnywhere (rent tech)

UX Writer II

- Leading the content strategy for Tenant Matching and Tenant Verification projects, decreasing time to booking confirmed and boosting conversion.
- Collaborating with UX Research to test new core terminology; leading the content vision to A/B test this terminology in our booking flow.
- Redesigning our flow with new terminology, leading to a 16.64% YOY increase in rental applications and a 10.10% YOY increase in total conversions.
- Leading the content strategy for a major pricing change that increases our take-rate by 15% YOY. Managing communications and working closely with Sales and Support to maintain strong relationship with landlords.
- Providing context and managing UX content localization into 12 languages.
- Testing and iterating content based on data and insights — e.g., from Sales, Support, Managed Accounts, Booking Specialists, and Internal Ops.
- Optimizing content and reducing support queries by introducing Intercom's Fin AI into our support content creation workflows (articles and chatbot).

2021 – 2023
Holvi Payment Services (fintech)

UX Writer

- Wrote all UX copy for web and native apps, addressing users' context, needs, and behaviours. Projects included Accounting Software Integration, International Transfers, Holvi Business Credit Card, Virtual Debit Cards.
- Led UX content research, including running voice and tone surveys (1,600+ users) and qualitative think-aloud sessions to inform content direction in 3 markets. Used research findings to prioritise work internally.
- Supported localisation workflows by improving translator context delivery and mastering TMS tools, including Transifex.

2020 – 2021
Holvi Payment Services (fintech)

English Content Writer

- Published content campaigns for blog, social, print, and OOH, while championing a unified content strategy across UX, Legal, PR, and Support.
- Authored Holvi's content guidelines and style systems for scalable writing.
- Mentored teams on effective writing and cultivated language excellence culture-wide.