

DREW JOHNSON

Senior Manager, UX Content Strategy
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SUMMARY

Senior UX Content Strategy leader with 10+ years of experience designing and scaling content systems for enterprise web and mobile products in regulated domains (financial services and healthcare). Deep expertise in content design, information architecture, taxonomy, governance, and cross-functional execution. Proven ability to translate complex product ecosystems into clear, usable, and measurable customer experiences at scale.

CORE SKILLS

UX Content Strategy · Content Design · Information Architecture · Taxonomy & Labeling · Content Governance · Design Systems · In-App Education · Error & Empty States · Cross-Functional Leadership · Stakeholder Alignment · Enterprise UX · Finance & FinTech · SEO & Findability · Analytics-Informed Content · Basic HTML/CSS

EXPERIENCE

Senior Manager, UX Content Strategy
Charles Schwab · San Francisco, CA
March 2021 – Present

Content lead for UX Creative Direction, currently driving content projects like the Digital Retail talent architecture and migration of the UX writing guide into the enterprise design system

- **Product & platform ownership:** Owned UX content strategy for Schwab's mobile app across trading, banking, and account management experiences used by millions of retail investors
- **Information architecture & systems:** Defined taxonomy, navigation, microcopy, and content patterns for dashboard and account summary surfaces, improving clarity and task completion rates
- **Search & automation impact:** Scaled the Search Answer Widget ecosystem from ~50 to 550+ experiences in six months, delivering ~700K impressions within two quarters
- **High-risk content domains:** Owned content strategy for onboarding, error states, empty states, disclosures, and in-app education in regulated financial workflows
- **Net-new product delivery:** Led UX content for a bank lending product, creating end-to-end microcopy frameworks, error-handling standards, and support content
- **Cross-functional leadership:** Partnered with Product, Design, Research, Legal, and Engineering to align content decisions with business, regulatory, and usability requirements
- **People leadership:** Managed and mentored four contract and FTE content strategists, ensuring quality, delivery velocity, and standards adherence

Senior Manager, Digital Content
Wells Fargo · San Francisco, CA
May 2020 – March 2021

- Led content design across high-traffic shop and apply flows, including critical COVID-era debt-deferral experiences.
- Designed content for merchant services acquisition flows, including product overviews, comparison tools, and long-form product detail pages.
- Collaborated with UX, Product, and Compliance partners to deliver clear, compliant, user-centered content in a highly regulated environment.

Digital Content Lead

McKesson · San Francisco, CA
December 2015 – December 2019

- Owned enterprise content strategy, governance, and publishing operations for McKesson.com.
- Redesigned solution and product content to improve UX and SEO, contributing to 82% YoY growth in qualified leads.
- Created scalable content guidelines and governance models adopted across multiple enterprise teams.
- Led cross-functional initiatives spanning marketing, product, engineering, and analytics.

TOOLS & PLATFORMS

Figma · Jira · Confluence · Workfront · Trello · Slack · Google Analytics · Adobe Analytics · Siteimprove · BrightEdge · Microsoft Office · Google Workspace

SELECTED ACCOMPLISHMENTS

- Speaker, Content Marketing World (2019): Aligning a Fortune 5 Enterprise with a Few Hundred Web Pages
- WebAward (2017): Outstanding Achievement — McKesson.com