

Patrick Welch

Portfolio: pwcontent.com patrickdcwelch@gmail.com

Profile: Senior Content Designer, UX Writer and Copywriter with 20 years of experience across digital and print, specialising in AI, fintech, pharma, SaaS and complex digital products.

- Skilled at transforming complex information and user journeys into clear, accessible content, from UX flows and conversational AI to global websites and content systems.
- Experienced in content strategy, tone of voice, prompt engineering and using and training LLMs to create content at scale.
- Comfortable working with senior stakeholders, product, design, research and engineering teams, from global organisations to fast-moving start-ups
- Fluent French, Spanish and Portuguese speaker. UK & Irish passport holder.

Expertise: Content design · UX writing · Conversational AI · Prompt engineering · LLM training · Content strategy · Tone of voice · User journeys · Accessibility · GDS · Content governance · Stakeholder management

Employment

Huge Nov 2024-May 2026

Two major international projects at [Huge](#) as Senior UX Writer / Content Designer, involving conversational AI, UX writing, content design and large-scale digital transformation.

Global banking AI app

- Led copy and AI voice for an AI-powered banking experience, working across teams in Europe and North America.
- Developed the tone of voice, AI persona, conversation principles and style guide.
- Worked with technology teams to train the AI how to communicate.
- Designed UX flows and wrote microcopy within a highly regulated fintech environment.
- Devised POC, Playbook and Vision Narrative defining the product's 3–5-year evolution.

€3.5bn global supply-chain company

- Created content for a major website transformation and migration.
- Used LLMs and prompt engineering to create and optimise content at scale.
- Translated complex technical and B2B propositions into clear, user-focused web content.

Clarivate 2023-24

Three contracts as content designer creating new, accessible web copy for rebrand of this information services company, valued at \$5 billion.

Leasehold Advisory Service 2024

Worked with content design team working rewriting the government's Lease website (via Scroll agency).

Owkin 2023

Created an easy-to-understand, A-Z guide to AI in healthtech for this French tech unicorn.

Johnson & Johnson | 2019–2022

Editor-in-Chief and lead Content Designer for J&J's EMEA pharmaceutical website.

- Led a complete redesign of the site, from content strategy and structure to launch.
- Managed all website content for two years, simplifying highly regulated, complex pharmaceutical information for different audiences.
- Worked with senior stakeholders on internal and external communications.

Habito 2018/19

Lead Copywriter and UX Writer for the digital mortgage broker.

- Transformed the user journey and tone of voice, making complex mortgage information clear and accessible.
- Wrote and edited content across UX, email, social and advertising.

Kellogg's 2017-2018

Two months writing Pringles web copy and Alexa scripts for Special K, via Digitas.

GlaxoSmithKline Aug-Nov 2017

Creative director for a large international video project via HAVAS, on stigma around HIV for World Aids Day. Devised concept, pitched to the client and then helped run and execute it.

Frank Ocean June-Aug 2016

Worked with the Grammy award-winning musician as the editor of his magazine, Boys Don't Cry. Released in 2017 in four pop-up shops worldwide, it sold out instantly. ([Press coverage](#))

Vodafone June-Sept 2017

Wrote copy for Vodafone TV's entry to two design competitions, which the brand then won.

Tesco 2013-14

Project managed multiple versions of Tesco's interactive e-zine (circulation 8 million).

HSBC 2007-2010

Editor of long-running global print project campaign for HSBC (circulation 1 million).

Freelance Journalist & Screenwriter | 2004–present

[Award-winning writer](#) and editor for The Independent, The Telegraph, Time Out, Monocle, Wallpaper*, Condé Nast Traveller, Attitude. Screenplay previously in development with Film4.

Education & Training

Content Design Bootcamp GDS-level trained content designer at *Llibertat* July 2019

Masters Journalism LLC *University of The Arts London* 2007

BA Hispanic Studies (Spanish & Portuguese), *University of Bristol* 2004

Languages French, Spanish and Portuguese (worked in France, Spain, Ecuador and Brazil).