Patrick Welch

senior content designer, copywriter and UX writer

PROFILE

Senior content designer, copywriter and UX writer 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, as well as training and using LLMs to create content at scale.
- Comfortable working with senior stakeholders, product, design, research and engineering teams—in global organisations and fast-moving start-ups
- Fluent French, Spanish and Portuguese speaker. UK & Irish passport holder.

EXPERTISE

Content design — UX writing — AI shaping — Prompt engineering — LLM training — Content strategy — Tone of voice — User journeys — Accessibility (WCAG) — GDS — Content governance — information architecture — 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, North and South 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.
- Input into POC, Playbook and Vision Narrative for 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.

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	LCC, 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).
Irish and UK passport holder.

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