

# Connor Harrison

4223 Texas Street #313 San Diego, CA 92104 | (352) 262-5505 | connorharrison19@gmail.com

## SUMMARY

---

“Swiss-army knife” content and conversation design leader with 8+ years across the full product lifecycle, from discovery to implementation. Specializes in omnichannel orchestration for agentic and generative AI, bridging IVRs, chatbots, and human-agent handoffs into seamless end-to-end experiences. Practice builder, revenue driver, and mentor with a proven record of scaling design craft and commercial impact.

## SKILLS

---

**Content Design:** UX Writing | Content Strategy | Information Architecture | Voice & Tone | Content Governance | Competitive Research | Content Audits | Content Testing

**AI & Conversation Design:** Dialogue Mapping | Intent Modeling | Multimodal Dialogue Design | Agentic AI Design | Prompt Engineering | Knowledge Modeling | AI Benchmarking | Agent Enablement

**Practice & Strategy:** CX Pipeline Optimization | Revenue-Driven Strategy | Business Development | Stakeholder Alignment | Hiring & Recruitment Design

**AI Tools:** Claude Suite | Claude Code | Gemini | ChatGPT | Figma AI

**Platforms:** Figma (Expert) | Contentful | Salesforce | HubSpot | Adobe Analytics | Miro | Google Suite

## EXPERIENCE

---

**TELUS Digital** | San Diego, CA (Remote)

**Staff Content Designer (promoted from Senior)** (Apr 2022 – Present)

**Featured Engagement: TELUS Expert Messaging (Asynchronous Messaging App)**

- **End-to-End Service Design:** Architected the cross-channel content strategy for the first asynchronous messaging app in Canadian Telecom, driving a projected \$2.5M in annual call-offload savings.
- **Operational Impact & Strategy:** Designed agent-facing rubrics and performance frameworks that facilitated a 9-point lift in First Contact Resolution (FCR) and reduced average handling time by 6 minutes.
- **Conversational AI Integration:** Orchestrated the CX journey across IVR entry points, web/app interfaces, and rules-based Virtual Assistant, successfully managing 400,000+ conversations.

**Business & Practice Leadership**

- **Revenue Generation & Growth:** Directly secured \$130k+ in net-new revenue and extensions through strategic placements (Fortrea, Cigna) and contract expansions (TELUS Koodo Mobile); provided strategic oversight for an additional \$100k in business development opportunities.
- **Team Leadership & Catalyst Award:** Inaugural recipient of the peer-nominated Catalyst Award, recognized for “sparking change and elevating collective success”; served as hiring manager for 3 new team members and revitalized the recruitment pipeline by replacing static take-home tests with live wireframing to optimize the hiring cycle.
- **Operational Governance:** Codified organizational standards by developing a Business Development Toolkit and comprehensive internal playbooks for UX Writing, Content Testing, and Governance to synchronize cross-functional collaboration.
- **Practice Evangelism:** Established the firm’s Conversation Design capabilities and GTM (Go-To-Market) deck; led cross-site Design Jams to align Sales and Solutions Architecture teams with UX workflows and AI feasibility.

**Wayfair** | Boston, MA — **Content Strategy Lead** (Sep 2019 – Mar 2022)

- **Strategic Content Design:** Led content strategy for the high-complexity supplier-facing inventory, logistics, and fulfillment space; reduced user errors by 46% on inventory upload flows through targeted microcopy optimization and streamlined instructional design.
- **Design System Strategy:** Spearheaded the transition to a unified “Homebase” library for engineers and designers; co-created the structural template and authored 50+ design usage guidelines for core components, including inputs and navigational overlays.

- **Internal Evangelism & Governance:** Led the cross-functional workgroup that launched the Homebase Blog; conducted discovery and stakeholder alignment to create the first formal contribution process and managed a monthly technical newsletter for global engineering teams.

**Salary.com** | Waltham, MA — **Content Writer** (Apr 2018 – Sep 2019)

- **Data-Driven Growth:** Drove YoY growth by increasing web traffic by 313% and lead generation by 434% through a data-backed B2B and B2C content strategy.
- **Editorial Leadership:** Served as primary writer and Editor-in-Chief for 100+ SEO-optimized campaigns, managing the full content lifecycle from WordPress staging to SERP ranking, generating 3,000+ MQLs.

**Boston Magazine** | Boston, MA — *Intern* (Sep 2017 – Dec 2017)

**Boston University** | Boston, MA — *Graduate Research Assistant* (Feb 2017 – Jul 2017)

**Freelance Writer & Editor** — *connorblueharrison.com* (Feb 2016 – Apr 2018)

**Red Lobster** | Orlando, FL — *Managers-in-Training Coordinator* (Sep 2015 – Aug 2016)

**Walt Disney World** | Lake Buena Vista, FL — *Restaurant Staff & Front Desk Cashier* (Sep 2014 – Jan 2016)

## EDUCATION

---

**Boston University** | Boston, MA — *M.S. in Journalism* (Aug 2016 – Dec 2017)

**University of Central Florida** | Orlando, FL — *M.S. in Tourism & Hospitality Management* (Aug 2014 – Aug 2016)

**University of Florida** | Gainesville, FL — *B.A. in History (magna cum laude)* | *B.A. in Classical Studies (cum laude)* (Aug 2010 – May 2014)

## SPEAKING & WRITING

---

### **Product Design & Strategy**

- **The Orchestration Era: Bridging Content and Conversation Design** | Growing In Content | 2026
  - *Presented a full-stack case study on TELUS Expert Messaging, making the case for going broad across the UX cycle — from omnichannel orchestration and IVR content strategy to agent training and future-state design.*
- **Mastering Conversation Design in the Age of AI-Powered CX** | TELUS Digital Insights | 2026
  - *Co-authored practitioner guide covering rules-based, generative, and agentic conversation design across four real client engagements.*
- **Building the Conversation Design Practice** | TELUS Digital (Internal) | 2025
  - *Covered conversation design strategy at TELUS Digital, including three client case studies spanning generative AI, agentic AI, and broader best practices.*
- **Making it Your Business: Creating & Extending Design Allocations** | TELUS Digital (Internal) | 2025
  - *Strategy for designers to partner with account leadership to drive revenue and extend client allocations.*
- **How Content Designers Can Expand Impact in Discovery** | UX Y'all Conference | 2022
  - *Shared frameworks for early-stage cross-functional collaboration and strategic discovery.*
- **Introduction to UX and Content Design** | Boston University (Guest Lecture) | 2022
  - *Covered product lifecycles, role collaboration, and professional career pathways for COM 523.*
- **When Worlds Collide: The Intersection of UX and Journalism** | Wayfair XD Blog | 2021
  - *Published analysis on applying journalistic fundamentals to UX curricula and professional practice.*