



ALA SERAFIN

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in/alaserafin

EXPERIENCE

SENIOR CONTENT DESIGNER

BMO Bank of Montreal

Sept. 2025–present

Toronto, ON

Develop clear, user-first content for desktop and mobile experiences, guided by business objectives, user research, brand voice, accessibility standards, and technical requirements // Collaborate with product designers in Figma // Partner closely with product, legal, compliance, and marketing teams to review, refine, and approve copy // Contribute to the growth of a content design system by writing standards and guidelines for reusable components

CONTENT DESIGNER & STRATEGIST

Freelance

Dec. 2011–present

Anywhere with Wi-Fi

Collaborate with various product, UX, marketing and editorial teams on developing a range of compelling content for intuitive digital products, as well as digital and print media // Develop content strategies grounded in user needs and design intent, as well as product and marketing goals

SENIOR CONTENT DESIGNER

Questrade Financial Group

May 2022–May 2025

Toronto, ON

Wrote clear, concise, and meaningful UX copy for desktop and mobile products based on business requirements, design thinking, user testing, brand guidelines, and accessibility standards // Collaborated with UX designers, researchers, product managers, legal, compliance, and engineers // Contributed to the development a design system and writing style guidelines // Partnered with AI and product teams to craft, test, and iterate prompts for an AI chatbot

UX WRITER

Canada Life

Jul. 2020–Apr. 2022

Toronto, ON

Collaborated with UX designers, product owners, developers, and business partners to create user-centric, intuitive digital products // Wrote effective UX copy based on business requirements, user testing, brand guidelines, and accessibility standards // Worked in a fast-paced agile environment from mock-ups to development // Occasionally wrote/edited content for Canadalife.com

CONTENT MARKETING LEAD

Teach Away

Jul. 2019–Jan. 2020

Toronto, ON

Wrote and edited B2C/B2B digital marketing content, including blog posts and copy for web pages, drip emails, landing pages, and research reports // Led the development of a content marketing strategy that supported growth, brand awareness, and B2C/B2B sales goals // Ensured SEO best practices and tracked key KPIs using such tools as Google Analytics, SEMRush, Moz, and HubSpot

MARKETING COMMUNICATIONS CONSULTANT

Jun. 2017–Apr. 2019

Purolator Inc.

Mississauga, ON

Created B2B marketing content (i.e. emails, landing pages, articles, digital ads, product guides, and social media posts) by collaborating with marketing team members, balancing stakeholder interests, and overseeing the work of external freelancers/agencies // Supported numerous targeted marketing initiatives by prioritizing lead generation and current best practices from concept to completion

EDUCATION

BACHELOR OF ARTS (HONS.), POLITICAL SCIENCE & HISTORY

Graduated Jun. 2008

University of Toronto

Toronto, ON

MASTER OF PUBLISHING

Graduated Jun. 2017

Simon Fraser University

Vancouver, BC

AI CONTENT STRATEGY WORKSHOP

Completed Oct. 2024

UX Content Collective

Online

SKILLS

- UX content strategy
- UI microcopy
- User testing/research
- Design thinking
- User empathy
- Working in an agile environment
- Knowledge of accessibility standards (WCAG)
- AI content strategy
- Adhering to brand/style guides
- Copywriting
- SEO
- B2C/B2B content marketing
- Email drip campaigns
- Basic web design/coding
- Photo editing
- Creative problem solving
- Attention to detail
- Flexibility
- Adaptability
- Prioritization
- Teamwork
- Mentorship
- Effective communication
- Active listening

DIGITAL LITERACY

WEB

Figma



Confluence



Jira



Miro



ADOBE CC

Acrobat/Pro



InDesign



Photoshop



Illustrator



MICROSOFT

Word



PowerPoint



Excel



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