

JACK HAYDON

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PROFESSIONAL SUMMARY

Multidisciplinary Content Strategist with 10 years of experience building complex experiences, including end-to-end support ecosystems at Nissan, Save the Children, and the NHS. Combines UX, service design, user research, and AI workflows to deliver trusted help centres, agent knowledge bases, and multi-market user journeys.

PROFESSIONAL EXPERIENCE

NISSAN CENTRE FOR CX, RESEARCH & TRANSFORMATION | London Content & Experience Strategist (Global Section Manager) | 2023 – 2025

- **End-to-End Product & Content Strategy:** Won CEO endorsement for a unified support strategy behind the 5-market European launch of Nissan Energy's Vehicle-to-Grid (V2G) product. Owned content and service blueprint across 3 global regions, aligning cross-functional stakeholders across product, engineering, and commercial teams.
- **Established "GLab" Governance Function:** Founded a dedicated content + experience governance unit at the Nissan CX Centre to standardise design and editorial quality; authored global voice and tone guidelines and instituted multi-market QA moderation guardrails across 5 regions.
- **Search-Led Support Experience:** Designed a "Guided Learning" onboarding help centre for new EV owners, surfacing EV features through structured content journeys, overhauled information architecture, and search-led strategy (**~300% lift in page traffic**).
- **Global Content Architecture & Planning:** Led multi-market content planning across 5 European countries, creating standardised content structures aligned with localised user jobs-to-be-done and regional compliance requirements.
- **Data & Effectiveness Reporting:** Designed standardised support content dashboards in Power BI and Google Analytics to measure deflection and content effectiveness, giving non-analyst product teams direct visibility into journey friction.
- **AI & Knowledge Base Operations:** Structured an enterprise RAG AI chatbot, curating the agent knowledge base and driving content quality moderation across ~350 support articles using a 12-point accuracy rubric. Designed AI auto-tagging workflows using fixed taxonomy schemas to accelerate publishing.

Experience Designer 2019 – 2021 | Global Experience Strategist 2021 – 2023

- **Established Global Governance & Copywriting Standards:** Authored Nissan's first global copywriting and content design guidelines adopted worldwide; defining voice, tone, and content standards.
- **Scaled Digital Support Content:** Directed content strategy and UX for "Nissan@Home", converting physical dealer support into global digital help ecosystems; **drove a 23% call deflection rate** while maintaining operational continuity through and post-pandemic.
- **High-Impact Support & Cost Savings:** Briefed and designed interactive iPad-based sales and support tool deployed across dealership network, **reducing annual UK print expenses by ~£130,000**.

SAVE THE CHILDREN UK | London Digital Experience & Content Specialist | 2016 – 2019

- **Global Content Production & Agile Timelines:** Directed content deliverables, sprint schedules, and localisation workflows across in-house creative teams, external agency partners, and international field offices.
- **Built Data-Informed User Personas & Content Plans:** Conducted ~300 user interviews to synthesise 6 global supporter personas, reshaping org-wide content strategy and tailoring support materials for varying digital literacy levels.

- **Increased Regular Giving 15% with Feature Design:** Designed and launched interactive donation impact calculator (**increasing single giving by 12% and regular giving by 15%**).
- **Global Governance & Quality Moderation:** Co-led an international digital enablement program, training 250+ global staff on CMS publishing standards, content design guidelines, and quality moderation to streamline decentralised publishing.

NHS / GREAT ORMOND STREET HOSPITAL CHARITY | London **Product & Content Specialist (Online Editor) | 2013 – 2016**

- **Editorial Governance & Quality Moderation:** Defined editorial standards and content governance for safeguarding-sensitive patient and family support ecosystems (gosh.nhs.uk), ensuring clinical accuracy and compliance.
- **CMS Migration & Information Architecture:** Spearheaded taxonomy and IA redesign for ~300 pages during a complete CMS migration to Drupal, while managing two staff editors. Redesigned the online donation platform, driving a +12% increase in online giving.

OTHER EXPERIENCE

- **Freelance Operational Experience Design (Alongside MA):** Freelanced in operational experience design, kitchen workflows and digital operational systems for a 420-cover restaurant. Built custom ingredient demand-forecasting tools in Claude Code utilizing Model Context Protocol (MCP) to integrate reservation and inventory data, cutting food waste and automating ingredient purchasing workflows.
- **Sports Reporter | Associated Press (2011 – 2012):** Delivered fast-turnaround news and match reporting under tight editorial deadlines.

EDUCATION & CREDENTIALS

- **MA, Research Architecture** | Goldsmiths, University of London (2025 – 2026)
- **BA, Religion, Philosophy & Ethics** | University of Gloucestershire (2008 – 2011)
- **Certifications:** Certified SAFe® Agilist | Certified Scrum Master | Data & Insights for Business Decisions (Multiverse) | UX Design Circuit (General Assembly)

CORE COMPETENCIES & TECHNICAL SKILLS

- **Content Strategy & Operations:** Help Centre & Agent Knowledge Base Strategy, AI Content Moderation & QA, Editorial Governance, Taxonomy & Information Architecture, Localisation Workflows, Omnichannel Experience Design.
- **Analytics & Optimisation:** Support Effectiveness Metrics, Journey Analytics, Call Deflection, A/B Testing, User Research, Power BI, Google Analytics, Adobe Analytics, Dovetail, Marvin.
- **AI & Technical Capabilities:** RAG Knowledge Curation, AI Publishing Pipelines, Claude Code, Model Context Protocol (MCP), HTML/CSS, Drupal, Adobe Experience Manager (AEM), Figma, Miro.