

J O H N H A R R I S O N

Senior Content Designer and Product Copywriter

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linkedin.com/in/john-copy · London, open to remote and hybrid

PROFILE

Senior content designer and product copywriter with deep experience across product, growth, and brand writing. I design content for apps, platforms, and customer journeys—owning the words inside products, onboarding flows, transactional emails, and conversion paths. Strongest in complex, high-trust environments where clarity, compliance, and persuasion all matter.

Available immediately for contract engagements. Outside IR35 preferred, open to inside IR35.

SELECTED OUTCOMES

- Owned all product content and UX copy at Wayhome, a property fintech deploying £500M in institutional capital, designing the end-to-end customer journey across forms, flows, and transactional touchpoints
 - Completed 12 months of full-time contract delivery at £600 per day at Springer Nature Group, writing in-app copy, onboarding content, lifecycle email, and strategic messaging
 - Co-founded Penfriend.ai and generated \$41,674 (£32,936) in 24 hours from an organic LinkedIn launch, writing a landing page that converted 77% of visitors into free trials
 - Built a writing methodology (Atomic Copy) and taught it to 47,900+ followers and 300+ paying customers through courses and guides
 - Using Claude Code, designed and directed a multi-agent AI system that researches a landing page or homepage and writes a long-form report on how well it converts
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CORE CAPABILITIES

- Content design and UX writing: in-app copy, onboarding, forms, product flows, and transactional journeys
- Product and conversion copywriting: landing pages, homepages, sales pages, pricing pages, and funnel optimisation
- Lifecycle and CRM email: onboarding sequences, nurture, retention, and promotional campaigns
- Brand voice and messaging systems: tone of voice frameworks, guidelines, writing training, and team development

- Regulated and plain-English writing: FCA-compliant copy, legal translation, compliance-sensitive communication
 - Content strategy and governance: content maturity frameworks, audits, quality measurement, and reporting systems
 - Research-led iteration: user interviews, content audits, testing rounds, and stakeholder workshops
 - AI systems and AI-written content: designing multi-agent pipelines in Claude Code, writing the rules and checks that keep AI output accurate, and auditing what it writes
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EXPERIENCE

Copywriting.io [Writing, products, and AI content systems]

Founder, Writer, and Advisor

Oct 2021 to present

- Since February 2026, full-time. Using Claude Code, I design and direct a multi-agent AI system that researches a company's landing page or homepage and writes a long-form report on how well it converts, assessing positioning, messaging, the offer, persuasion, trust and proof, whether the copy speaks the customer's language, visual hierarchy, and more. I set its voice, structure, evidence rules, and quality bar. Pre-launch.
- Wrote Napo's launch landing page and get-a-quote flow over four rounds of user testing, for a pet insurance startup that went on to raise a £15 million Series A
- Wrote and launched a landing page conversion course built on seven years of applied behavioural science and persuasion, selling to founders and marketers
- Created the Atomic Copy writing methodology, a complete system for clear, persuasive writing, taught to 47,900+ people through LinkedIn and direct sales
- Selective client work including landing pages, website rewrites, onboarding flows, and email sequences for startups and growth-stage companies

Penfriend.ai [AI writing SaaS]

Co-founder and Head of Copy

Nov 2023 to Sept 2024

Full-time

- Co-founded an AI-powered B2B blog writing tool, owning all copy across acquisition, onboarding, and retention
- Led product messaging strategy, learning firsthand how to communicate what AI does without overselling or underwhelming
- Ran an organic LinkedIn launch generating \$41,674 (£32,936) in 24 hours, with more than a third from top-tier annual subscriptions
- Wrote a landing page converting 77% of visitors into free trials
- Nurtured prospects with a weekly newsletter achieving 40% to 60% open rates

Springer Nature Group [Scientific publishing]

Senior Copywriter and Content Strategist

Aug 2022 to Aug 2023

Contract, five days per week

- Retained for two consecutive six-month contracts at £600 per day supporting a researcher submission platform and wider communications
- Wrote in-app UX copy, onboarding content, sales funnel pages, and product emails for researchers, reviewers, universities, foundations, and editors
- Partnered with change management on strategic messaging, including mission and vision statements with senior stakeholders
- Designed a five-level content maturity scoring model and built a Coda-based reporting tool to assess content maturity across the organisation and prioritise improvements

Wayhome [Fintech, property]

Content Designer and Lead Copywriter

Sept 2018 to Jun 2022

Full-time employee

Property fintech startup backed by £500 million in institutional capital:

- Joined as employee 15 and served as sole content owner across product, marketing, and operations
- Designed the end-to-end customer journey: web pages, landing pages, forms, product flows, transactional emails, and internal guides
- Shaped the value proposition and messaging that supported product-market fit, helping customers trust a new financial model with their life savings
- Partnered with legal counsel to translate complex shareholder agreements into plain English, producing FCA-compliant copy while strengthening customer confidence
- Delivered lifecycle email campaigns with 65%+ unique open rates and 7%+ unique click-through rates
- Built and delivered company-wide tone of voice training and writing standards
- Conducted user research that informed both product features and messaging strategy