

Samantha Hardie

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Consultant senior content designer, UX writer, editor, sub-editor and copywriter.

Skills

- Content strategy, user-centred design and delivery for complex digital services
 - Creating accessible, plain English web and app content
 - Writing microcopy, error messages, long-form content and communications
 - Creating or implementing established style guides and standards, such as [GDS Standards](#)
 - Collaborating with policy and legal teams to ensure factual accuracy and legal compliance
 - Managing stakeholders and explaining content decisions
 - Using analytics and user research to test and iterate or retire content
 - Mentoring, skill sharing and supporting team development
 - Tools: Figma, Jira, Miro, Trello, Whitehall Publisher, LocalGov Drupal, WordPress
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Experience

Southwark Council : Senior content designer (contract)

Jan 2024 to Jan 2025

Led content design for the council's migration to LocalGov Drupal.

Lloyds Bank : Content designer (contract)

Feb to Sep 2023

Co-designed a new finance product, simplifying complex legal rules for customers.

Pret A Manger : Content designer (contract)

Apr to Jun 2022

Created app and website promo and subscription content.

Department for Business, Innovation and Skills : Senior content designer (contract)

Apr to Sep 2021

Created 31 post-Brexit travel guides for working or studying in EU and EFTA countries.

Department of Health and Social Care : Senior content designer (contract)

Dec 20 to Sep 2021 (overlapped with BEIS)

Created sensitive, time-critical and confidential COVID-19 content and public guidance.

River Group : Freelance sub-editor

Oct 2016 to Mar 2021

Subbed copy for Lloyds Pharmacy, Co-op Food, Ramblers Walk and Superdrug's Dare.

Self-employed : COVID furlough period

Mar 2020 to Aug 2020

Department of Health and Social Care : Senior content designer (contract)

May to Dec 2019

Created end-to-end content for the Healthy Start scheme (private Beta).

DEFRA : Senior content designer (contract)

Apr 2018 to May 2019

Wrote EU Exit guidance and co-designed 'Submit your water abstraction return'.

Gravity Road : Freelance sub-editor

Mar 2016 to Jun 2017

Edited digital content for Sainsbury's and Vitacoco campaigns.

HMRC : Content designer (contract)

Oct 2016 to Apr 2017

Developed early content for the Customs Declaration Service.

Home Office : Senior content designer

May to Oct 2016

Created content for the Syrian refugee resettlement caseworking tool and campaign page.

Seven : Freelance production editor

Nov 2015 to May 2016

Managed content for Sainsbury's and Huffington Post; subbed digital marketing content.

Burberry : Freelance sub-editor

Jul to Sep 2015

Subbed global content, fixed site errors and liaised with the localisation team.

Think : Freelance senior sub-editor

Nov 14 to Jul 2015

Subbed publications include Professional Manager, The Treasury, ZSL and WWT.

Which? : Sub-editor (contract)

Sep 2012 to Oct 2014

Edited print and digital content for all publications and helped develop their first iPad app.

Various clients : Freelance sub-editor

Apr 2005 to Sep 2012

Includes Drapers, Gardeners' World magazine and app, Net a Porter, Take a Break, That's Life.

Weight Watchers magazine : Sub-editor (contract)

Jul 2011 to Jul 2012

Subbed all content including cookery, health and nutrition pages.

Which? : Sub-editor (contract)

Mar 2010 to Mar 2011

Edited print and digital content for all publications.

BBC Radio 4 and World Service Arts : Freelance researcher

Mar 2007 to Feb 2009

Produced interviews, pitched stories and made online updates.

Comic Relief : Freelance reporter

May 2007 to Jul 2007

Interviewed contributors from vulnerable groups and supported campaign storytelling.

Interworld Radio (Panos) : International news writer

Apr 2005 to Mar 2007

Wrote daily news and mentored journalists in developing countries.

BBC Radio 4 : Broadcast assistant

Feb 1998 to Apr 2005

Researched, wrote scripts and produced for Woman's Hour and supported other programmes.

Education

- HNC Costume Construction – Newham College, 2017 to 2018
 - MSc Research Methods (Distinction) – Middlesex University, 2001
 - BSc (Hons) Psychology (2:1) – University of Plymouth, 1995
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Additional skills

- Digital tools: Figma, Heroku, basic HTML, design systems, prototyping
- Project tools: Jira, Miro, Trello, CMSs (Whitehall Publisher, LocalGov Drupal, WordPress)
- Editing: Proofreading, copywriting, researching, SEO, Adobe InDesign