

Tyler Porten

Content Design & Strategy

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(609) 903-2183

Skills

Content Design

Natural Language UX Writing
Content & Messaging Strategy
Language Principles & Style Guides
Content Management
Conversational Design
AI & Chatbot Systems
Information Architecture
Content Testing

Design Strategy

Data-Driven Design
Product Strategy
Roadmap Planning
Research & Testing
Workshop Facilitation

UX Design

Responsive Web Design
Mobile Application Design
Interaction & Motion Design
Prototyping & Testing

Creative

2D & 3D Game Development
2D & 3D Animation
Motion Graphics
Storyboarding & Composition

Tools

Figma
Sketch
Writer
Ditto
Adobe Creative Suite
UserTesting
Lyssna
Vertex AI
JIRA

Languages

English
Japanese

Experience

Dave Dec 2021 – Present | Los Angeles, CA

Senior Content Strategist 2023 – Present

Currently leading all product content strategy at Dave. Collaborating cross-functionally with design and product partners on all customer-facing experiences. Developed the foundation of Dave's systems-level content and created internal tools for teams to draft and submit content for review. Published an internal content style guide and component reference Figma library to ensure standardization of copy across squads. Supported the training and launch of Dave's new generative AI customer service assistant.

Content Strategist 2021 – 2023

Established the content and messaging strategy for the financial app's products and features, and incorporated the company's voice and tone across customer-facing experiences. Led the content strategy for Dave's flagship ExtraCash product, involving a full redesign of its UX and content. Published internal company newsletters.

Capital One Feb 2016 – Dec 2021 | Mclean, VA

Design Strategy Lead 2019 – 2021

Led the strategy behind Capital One's approach for financial inclusion policies through customer research and ideation, influencing the decision to eliminate overdraft fees across Capital One. Implemented guidelines to improve the safety protocol for customers and associates in preparation for COVID-19 across all retail locations.

Content Strategist 2017 – 2019

Crafted the messaging strategy for the MONEY Teen Checking product, leading to growth of over 1M customers and \$200M in deposits. Led teams to write natural language tuned to the brand's voice. Drafted, reviewed, and edited content for mobile, web, and in-person experiences at Capital One Cafés.

PNC Financial Services Jan 2015 – Aug 2015 | Pittsburgh, PA

UX Design Lead for PNC's treasury management app, PINACLE.

Disney Research May 2014 – May 2015 | Pittsburgh, PA

Lab Associate for various animated films and interactive experiences.

Education

Carnegie Mellon University 2015

M.S. Human-Computer Interaction
B.S. Human-Computer Interaction
Bachelor of Humanities and Arts (Visual Art & Japanese)
Phi Beta Kappa Academic Honor Society Member