

Ben Davies-Romano

AI & Content Design Leader | Principal / Head of Content Design

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Senior UX and content design leader with experience across FinTech, EdTech, eCommerce and navigation, specialising in AI-enabled customer experiences and scalable content systems. Proven track record of building and leading high-performing teams, shaping cross-functional UX strategy, and partnering with Product, Design and Engineering leadership. Uses AI, experimentation and content design to improve customer experience while delivering measurable business impact.

TOP SKILLS

- Cross-functional leadership
- UX and content design systems
- GenAI and LLMs
- Senior stakeholder management
- Product experimentation
- Global UX and internationalisation
- Team management and mentorship
- Data-driven product development
- Context engineering

EXPERIENCE

Group AI Content Design Lead / Principal IC — Wise, London

Mar 2025 – Present

- Led content design for Wise Support, building the team and defining content strategy across customer contact flows, automation and AI-assisted experiences.
- Scaled weekly support cost savings from £4K to £300K by architecting conversational AI agents, leading prompt and context engineering, and defining content quality standards.
- Partnered with Product, Engineering and ML teams to expand conversational AI beyond support into customer-facing product experiences.
- Built company-wide AI capability through 60+ workshops delivered to hundreds of employees across disciplines.
- Created a company-wide library of AI agents and automations for design and writing workflows, resulting in 12,000+ downloads across the organisation to date.

Head of Content Design (Senior UX Design Lead) — Klarna, London

Sep 2021 – Feb 2025 | Progression: Freelancer to full-time Senior UX Design Lead

- Led a team of 2–7 content designers, from junior to principal level, across Klarna's shopping, banking, payments, support and AI experiences.
- Owned Klarna's UX content strategy and operating model, prioritising embedded content design support and maintaining a roadmap of initiatives to raise product quality at scale.
- Represented content design in senior product and UX decision-making, partnering with directors and C-level leaders across Product, Design, Brand and Marketing.
- Led company-wide GenAI initiatives, including prompt engineering for Klarna's certified internal AI academy and a content model powering a customer assistant servicing 3M+ customers.
- Led localisation for Klarna's 2024 app redesign, establishing new standards and a central glossary to improve consistency across 7,000+ strings in 12 languages.

Content Design and Product Consultant — Freelance/Advisory, London

Jun 2020 – Feb 2025

- Partnered with 30+ early-stage startups and solo founders as an early content design or product hire, building design systems, style guides and prototypes to support product development and testing.
- Led product and content strategy as fractional CPO for a San Francisco startup in a Y Combinator programme, validating its MVP and guiding a successful pivot into a new product space.
- Directed product and content strategy for a New Jersey social work platform over two years, overseeing 40+ campaigns and contributing to sustained growth in engagement and platform adoption.

Product and UX Manager — what3words, London

Nov 2019 – Feb 2021

- Led product and UX for voice products and third-party integrations, designing, testing and optimising content models and voice-first experiences for Alexa and Google Home.
- Increased App Store conversion by 35% in the UK and >25% in other markets through localisation-led optimisation, leading a cross-functional team focused on global store performance.
- Designed content across developer and design hubs, web and mobile experiences, including onboarding, and developed a transcreation approach that scaled localisation across 40+ languages.

Product Manager and UX Content Designer — NeuroNation, Berlin

Jan 2019 – Oct 2019

- Led the design, development and launch of a new meditation app for the US and UK, expanding NeuroNation's product portfolio; the app received 700+ reviews in its first month with an average rating of 4.7 stars.
- Designed dynamic content models to deliver personalised meditation sessions.
- Increased conversion by 30%+ through weekly product experiments, with successful approaches subsequently presented at Google's Sustainable Engagement Forum.
- Owned product content across the portfolio, establishing English-language style guidelines and partnering with a German UX writer to localise the product for the German market.

Senior Content Designer and Product Manager — Babbel, Berlin

Aug 2013 – Dec 2018 | Progression: Content Intern to Senior PM/Content Designer

- Managed content and instructional designers alongside a cross-functional product team.
- Led English-language product strategy and the development of new courses and learning programmes used by millions of learners, including Babbel's first advanced-level courses.
- Developed new growth initiatives including an official online English test with Cambridge English, an integrated B2B learning solution and live tutoring.
- Co-founded Stranger Talks, a company-wide diversity and inclusion initiative that received a national award for excellence in HR.

EDUCATION

MBA — Quantic School of Business and Technology

Apr 2020 – Jul 2021, average grade of 94%

BA (Hons) Modern Languages — Durham University

Sep 2011 – Jun 2015, German and Spanish with elementary Arabic, 2:1

LANGUAGES

English native. Fluent in German and Spanish. Conversational in Italian. Small talk in Arabic, Norwegian, and French.