# Alistair Gray

**EXPERIENCED WRITER**

# I write to create change.

# WHY I WRITE

I think writing has the **tremendous power** to inspire. I have used it to create worlds, build bridges and spark interest.
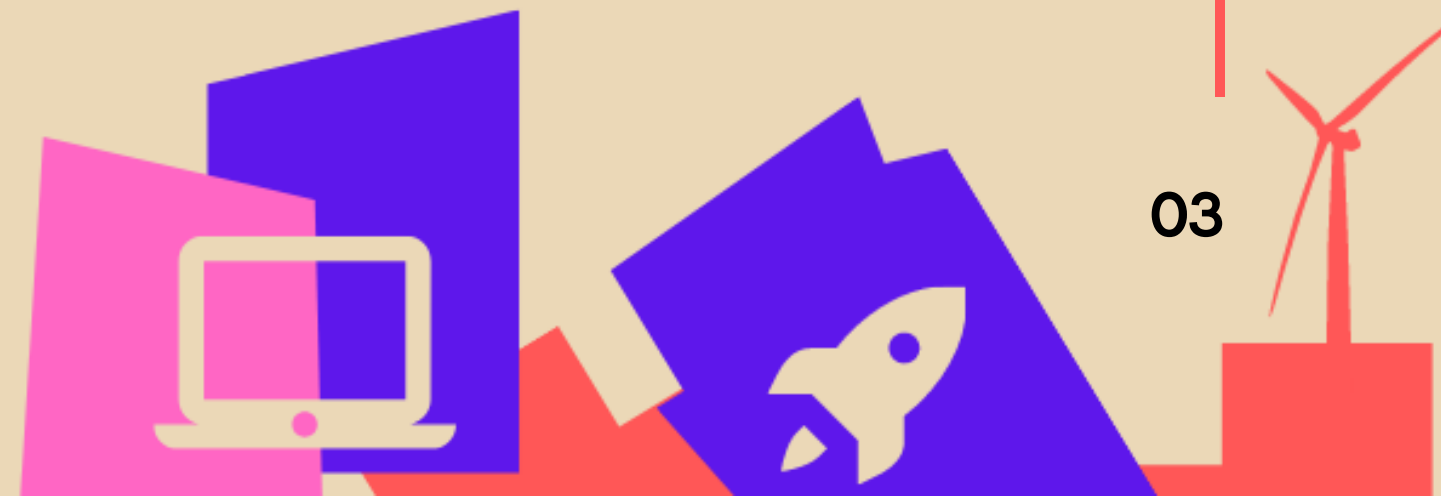
# **MY APPROACH**

My writing style is a blend of empathy and logic.

**Empathy** towards understanding the user and their experience.

**Logic** when presenting information, the flow structure, and the big picture.

# WHAT I'VE DONE

## 6 YEARS OF WRITING EXPERIENCE

- UX writing
- creative writing
- e-commerce
- chatbot A.I. conversations
- articles
- and a self-help book

## 2 YEARS UX RESEARCH AND DESIGN

# PUBLISHED WORKS

## UX/UI Design | Recruitment

Repairing the disconnection in recruitment - 2021

Removing the ambiguity in LinkedIn's application process - 2020

## Future of Work

The case for a space hub in Geelong - 2020

Modernising our Agricultural Sector - 2020

The future of work and where agile fits - 2019

Why Australia needs a space agency - 2018

Will schools become redudant? - 2017

## Information Overload | AI

The fight against complexity - 2018

Blockchain and Agile - 2018

Messaging app saturation and how it kills workspace productivity - 2017

Why Email needs to die a fiery death...and be reborn - 2017

Why we need to have a chat about Information Overload - 2017

**TONE OF VOICE**
Neutral,
formal tone

Thomas Malone is an American Organisational Theorist, who penned a paper in 1988 called What is Coordination Theory? He defined it as "the additional information processing performed when multiple, connected actors pursue goals that a single actor pursuing the same goals would not perform." — TW Malone, 1988. Malone's work is hugely important here. In regards to his written work on complexity, he advocates that there are two main systems: centralised and decentralised where each have their advantages and disadvantages.

**STYLE**

Journalistic

**AUDIENCE**

Agile Community

**TONE OF VOICE**

Emotive, rallying and persuasive

We need to believe that we are custodians for the next generation of talent, whether it be in our own companies or our competitors. If we change the conversation away from a competition for the next hire and rather focus on a greater goal, I am certain we will start to see the challenges of recruitment fade away.

**STYLE**

Journalistic

**AUDIENCE**

LinkedIn, Recruiters and Job Candidates 21-35

**TONE OF VOICE**

Descriptive, evocative

As the morning began, the light from the sun peeked through the ceiling and drifted across The Marchioness's eyes. She began to awake, rather slowly, and peered up at the ceiling. There appeared to be a collection of iridescent crystals, each one carrying the light from the sun outside, illuminating the surroundings. Silvae was beside his makeshift workshop staring at its surface, deeply in thought.

**STYLE**

Narrative

**AUDIENCE**

Fans of fantasy, Game of Thrones, Lord of the Rings

**TONE OF VOICE**

Friendly, semi informal, and reassuring

For you to get the most out of this tool, I recommend finding a space where you can write and draw. It can be something physical, such as an A4 sized sheet, on a whiteboard or utilising post-it notes. Alternatively, you could use something like the free software available such as Miro or MS Paint. As long as it is easy to use and offers a large space, you will be fine.

**STYLE**

Instructional

**AUDIENCE**
Recently unemployed, new to self discovery process

09

# COPY WRITING - GRACEFUL FAILURES

As AI and Machine Learning are still new, there are always things that go wrong.
It is important that there is appropriate UX to handle this. Here is a scenario for a user not getting results.

## CHATBOT PROMPTS

Not quite what you were looking for?

Can you tell us what you were trying to search for?
Every form of feedback helps us improve

Were there any results that were close
or not at all?

Thank you for your feedback!

**TONE OF VOICE**

Friendly, semi
semi-formal
and reassuring

**AUDIENCE**

Non-technical
internal
stakeholders

# HERO IMAGE AND TITLE



*An image taken at a recent bbq*

This image was the leading standout from my interactions with my colleagues. It represents the humour, informality, and welcoming nature.

## FINAL: IT'S NOT JUST A BANK

This title went through several iterations.

COME JOIN US

APPLY NOW

COME WORK WITH US

APPLY WITHIN

FIND OUT MORE

The challenge was to understand whether potential candidates would require a hook to lower dropoff or to utilise a call to action (CTA). Upon testing each style for 1 week periods, the hook, 'it's not just a bank' was the most successful due to its tone of voice. The Find Out More CTA was later introduced as a button to direct candidates to recent job postings.

# Let's work together

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