

# Colin Wright

UX Writer · Content Designer · Brand Voice

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## SUMMARY

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For the past twenty years I've built brands, run an independent publishing company, written and published books, produced podcasts, and designed and shipped software. Whatever the medium or industry, I write clear, honest, human copy that helps people explore, understand, and trust. I'm seeking UX writing and content design roles, and adjacent work in brand voice and verbal identity, content strategy, and product voice for AI tools.

## SKILLS

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**Content & writing:** UX writing, content design, microcopy, brand voice, voice and tone guidelines, content strategy, editing, long-form & editorial writing

**Product & structure:** product naming, information architecture, style guides, design systems, content systems, product management, concept-to-launch execution

**Craft & background:** brand identity, UI/graphic design, audio production, public speaking & workshop facilitation

**Tools & workflow:** design software (Adobe, Affinity, Figma), Notion, Substack & email platforms, hand-coded HTML/CSS/JS, Apple Human Interface Guidelines, AI-assisted workflows, App Store Connect & newsletter analytics

## EXPERIENCE

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### Founder & Content Lead, Truly Simple Tools — Milwaukee, WI 2025–Present

- Own the entire content layer of a multi-app software brand: the naming system, brand voice, UX copy, and every word of microcopy.
- Built a reusable voice (“the reliable neighborhood mechanic”) and a naming structure that makes each app competitive, but also instantly legible as part of one family.
- Set positioning and pricing as practical expressions of the brand’s point of view.
- Grew the catalog to ~4,000 downloads in 100+ countries in year one, converting 1 in 18 downloads to a paid Pro unlock with zero ad spend.

### Founder, MKE Meetups — Milwaukee, WI 2025–Present

- Write and publish a weekly local newsletter and run MKEmeetups.com, maintaining a consistent voice and content system across recurring touchpoints.
- Handle content strategy, information architecture, and onboarding copy that turns first-time readers into subscribers and repeat attendees.
- Grew a weekly newsletter from 129 to 1,200+ subscribers in its first year, with a ~55% average open rate and 2,000+ hand-curated meetup listings annually.

### Host, Writer & Producer, Let’s Know Things & Brain Lenses — Online 2016–Present

- Research, write, and narrate *Let’s Know Things*, a podcast about adding context to the news; write and narrate the *Brain Lenses* essay series.
- A decade of writing daily for a smart and demanding audience of 10,000+ listeners.

### Author & Speaker, Self-Employed — Worldwide 2011–Present

- Write and publish books and essays across genres; deliver keynotes and run workshops globally on technology, publishing, and intentional living.

**Co-Founder, Asymmetrical Press — Missoula, MT**

2012–2020

- Co-ran a non-traditional publishing company for independent authors: acquired titles, guided brand and editorial development, and managed a remote network of editors, cover designers, and formatters.

**Brand Consultant, colin is my name — Online**

2008–2014

- Ran a boutique brand consultancy helping clients identify their core values and translate them into authentic voice, messaging, and design.

**Earlier — Founder & Creative Director roles**

2006–2011

- CEO & Founder, Ebookling — a platform and shop for independent publishers. Creative/Art Director roles for early-stage startups, a UN-aligned tech nonprofit, and the first carbon-neutral digital fashion magazine. Founded Stim Magazine and Zine-o-File.

**SELECTED PROJECTS**

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- **Truly Simple Tools** — brand, naming system, voice, 16 shipped apps.
- **MKE Meetups** — community content & communication system.
- **Roll for Table** — product naming & IA for a tabletop audience.

**EDUCATION**

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**BFA, Graphic Design & Illustration, Missouri State University**

2003–2007

**Coursework in Philosophy, Santa Monica College**

2008–2009