

Financial

ONEX

Clients in this industry are balancing the responsibility of providing engaging, intuitive experiences with highly regulated content and complex processes.

About the Client

Onex is a company that provides access to differentiated investment platforms and a range of private investment strategies and opportunities.

The Challenge

The client needed a reimagined online experience that would resonate with varying levels of investors with minimal complexity.

Project interactions were handled on levels of leadership, from Senior to Executive.

Actions

I created a strategy, content playbook, and component and template recommendations.

This deliverable required guidance on key messaging, communication guidelines, and governance.

Additionally, I conducted collaborative workshops to help internal content owners align on goals and targets for the new site experience.

Skills Applied

Audience Research

Client Partnership

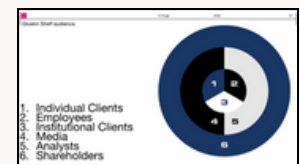
Research & Data Synthesis

Training

Results

+2 Rebranded content journeys that provided distinct, user-centric paths for target audience segments.

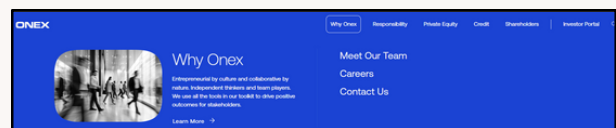
Audience prioritization



Content auditing results



Live site view



Client Feedback

This is super helpful in understanding the process and value you bring in terms of input. You guys are putting best practices in front of us and creating thoughtful strategies. Slam dunk everyone - Good job!

Managing Director, Shareholder Relations & Communications