

# RACHAEL SOGLIN

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## SUMMARY

Accomplished and passionate UX Writer and Content Designer. A detail-oriented collaborator with exceptional organizational skills. Adept at handling multiple projects simultaneously while maintaining a high degree of accuracy and proven success. Working closely with stakeholders and teams to ensure writing and design are aligned with the wider product vision. Ability to balance attention to detail with big-picture and user-focused solutions thinking.

## PORTFOLIO

www.rachaelsoglin.com

## SKILLS

- A/B testing
- Active listening
- Agile workflows
- Blogging
- Brand voice
- Complex to simple
- Conversation design
- Copy optimization
- Copywriting
- Design methods
- Design thinking
- Editing
- Figma
- Jira
- Miro
- Notion
- Outgoing
- Problem analysis
- Public speaking
- SaaS
- Simplification
- Style guides
- Taxonomy
- Tone of voice
- User research
- Writing

## EDUCATION

### BrainStation

Remote • 07/2021

**Certification:** UX / UI Design

### The University of Michigan

Ann Arbor, MI • 04/2007

**Bachelor of Arts:** Acting Honors

- *Cum laude*

Scholarships

- *U of M Theatre & Drama*
- *Phyllis Wright*
- *McIntosh*
- *Theatre Association*

## EXPERIENCE

### Cleo - UX Writer II

Remote • 03/2022 - Current

- Collaborating cross-functionally to ideate intuitive conversational and UI copy, driving customer engagement and improving user experience
- Helping devise content testing resulting in 6% week-on-week retention increase of personalized chat feature, boosting user loyalty and satisfaction
- Developing and maintaining Cleo's distinctive voice, refining messaging strategy based on trends and feedback

### Cleo - UX Writer I

Remote • 11/2021 - 03/2023

- Helping 3 million users dodge pitfalls of traditional banking with words
- Collaborating with stakeholders and teams to establish personalized and gamified financial content via the well-loved chatbot Cleo

### Gibsons Bar & Steakhouse - Server

Chicago, IL • 06/2019 - 01/2021

- Ensured superb and delightful customer experiences at one of the top-10 grossing restaurants in the US

### StarKid Productions - Actor, Company Member

Chicago, IL • 06/2013 - 01/2020

- Developed and performed in sold-out musicals for live and virtual audiences (over 300 million Youtube views)

## PROJECTS

### Insights Feed | UX Writing & Content Design

Nov 2021 - March 2023, Cleo

Co-wrote a chat conversation library helping users improve spending habits. Utilized iterative improvements based on feedback and data to devise and establish successful content creation methods, drive engagement, and increase retention metrics.

### Reimagined App-Open Experience | UX Writing

Sept - Oct 2022, Cleo

Per SLT, delivered novel content solutions exploring scalable, action-driving conversations to align chat with the wider product vision.

### "Know Your Bills" Game | UX Writing, Content Design, PM

Dec 2021 - May 2022, Cleo

Owned and shipped Cleo's third-ever game; a solution to boring bill reminders. Saw 80% uptake and successful retention with content (not cash winnings) as sole USP.