

RACHAEL SOGLIN

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📍 Chicago, IL 60613

PORTFOLIO

www.rachaelsoglin.com

SKILLS

- A/B testing
- Active listening
- Agile workflows
- Blogging
- Brand voice
- Complex to simple
- Conversation design
- Copy optimization
- Copywriting
- 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

R • 07/2021

Certification: UX / UI Design

The University of Michigan

Ann Arbor, MI • 04/2007

Bachelor of Arts: Acting

Honors: Cum laude

CONTENT DESIGNER | UX WRITER

Impact-focused with relentless commitment to creating intuitive, accessible content solutions that bridge the gap between user needs and business objectives. Proven track record of excelling in dynamic environments, transforming ambiguity into opportunity, and consistently delivering measurable results that drive success.

EXPERIENCE

Cleo - Content Designer II

Remote • 03/2022 - Current

- Sole content owner and creator on 2 cross-functional teams structuring clear, scalable content across UI, AI-chat, and multi-channel communications to reduce customer support requests and increase engagement
- Analyzing user journeys to identify messaging patterns and organize information more intuitively, seeing a recent 46% uplift in onboarding of a new paid feature
- Evangelizing content with stakeholders and product team members by validating and socializing tone and voice guidelines, fostering increased stakeholder and user satisfaction

Cleo - Content Designer I

Remote • 11/2021 - 03/2022

- Designed chat conversations that translated tricky financial concepts into clear, empathetic conversations to help users reach their financial goals leading to improved discoverability of Cleo's core features
- Collaborated cross-functionally to apply human-centered design thinking to financial education, resulting in increased chat engagement

Gibsons Bar & Steakhouse - Server

Chicago, IL • 06/2019 - 01/2021

- Ensured superb and seamless customer experiences at a top-10-grossing US restaurant

StarKid Productions - Actor, Company Member

Chicago, IL • 06/2013 - 01/2020

- Engaged in creative development of and starred in 3 sold-out musical productions for diverse live and virtual audiences, gaining 17.4 million YouTube views

PROJECTS

Content Map of Cleo's CMS Tool | Content Design, Content Strategy

April 2023, Cleo

Recognized the need for and successfully delivered a visual roadmap for Cleo's unique chat ecosystem using Figma, informed by internal testing, surveys, and workshops. This tool serves as a pivotal reference for new and established Cleo team members, streamlining wider understanding, and contributing to CRM and tooling improvements.

Insights Feed | UX Writing, Content Design

Nov 2021 - March 2023, Cleo

Collaboratively authored 100+ chat interactions to foster healthy spending habits. Streamlined iterations by documenting effective content creation methods with co-writer, resulting in elevated chat engagement and retention metrics.