RACHAEL SOGLIN

LEAD CONTENT DESIGNER | PRODUCT STRATEGY, CONTENT SYSTEMS & CONVERSATIONAL AI

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PROFESSIONAL SUMMARY

Lead Content Designer at Cleo with five years spanning growth, retention and conversational AI. Turns behavioural insight into measurable product outcomes, builds content systems other designers use, and leads editorial teams at the intersection of product and machine learning.

SELECTED IMPACT

- **Commercial experimentation** — Led content testing of in-app resubscription messaging, contributing to a 79.8% relative uplift in resubscriptions (+$0.06 estimated LTV in the experiment).
- **Research-led product improvement** — Identified buried cancellation information through user research; subsequent experience improvements delivered a 15.7% increase in cash-advance take rate and a 1.38% reduction in grace-period cancellations.
- **Editorial and ML infrastructure** — Led four contract writers and created structured notification metadata for training an in-app recommender, connecting editorial quality with machine-learning inputs.

PROFESSIONAL EXPERIENCE

Cleo | Lead Content Designer

February 2026–present · London, UK

- **Cross-product content authority.** Go-to specialist for persuasive in-app nudges, upsells and notifications. Brought into Core Experience, a horizontal pillar shaping Cleo's visual language and phased rebrand; defining content direction while the work is in progress.
- **Making the robot funny — UK Roast Mode.** Led content architecture for Cleo's first generative UK Roast Mode: adapted US humour for a British audience, defined non-negotiable roast rules and LLM guidance, designed a Claude-assisted localisation and human-validation workflow for fine-tuning data, and built a humour-quality rubric with ML partners. Techniques later informed Cleo's core system prompt; contributed to shared +1.6% engaged conversations and −6.5% prompt tokens.
- **Persuasive messaging at scale.** Combined behavioural hypotheses with placement and journey design: an in-app Builder upsell achieved 6× CTR; a separate post-cash-advance Pro-to-Builder prompt was associated with + $0.07–$0.12 estimated LTV.
- **Raising the chapter's craft.** Helped a 13-person Content Design chapter work more rigorously through peer critique, coaching, repeatable experimentation guidance and automated knowledge-sharing rituals; colleagues directly credited the feedback with improving their writing. "Always so grounded and helpful." — Hannah V., Oct 2026

PROFESSIONAL EXPERIENCE (CONTINUED)

Cleo | Senior Content Designer

March 2024–February 2026 · London, UK

- **Creating a roadmap from evidence.** When Retention planning slowed, independently synthesised three prior experiments into case studies and next-test hypotheses that shaped the squad's near-term roadmap. Two initiatives stayed live after rollout, with separate reported LTV gains of +$0.06 and +$0.11.
- **Making experimentation repeatable.** Created Cleo's go-to content guidance for multi-armed bandit testing of in-app prompts, teaching designers how to develop distinct behavioural hypotheses, interpret test results and avoid optimising clicks at the expense of downstream outcomes.
- **Building a shared content language.** Developed a five-tier tone taxonomy that other writers now incorporate into their guidance; designed notification tags describing message intent and user-journey context, with metadata flowing into the recommender feature store.
- **Leading the editorial engine behind recommendations.** Set strategy, daily priorities, quality standards and review practices for four contract writers producing a notification corpus used to train Cleo's in-app recommendation system—not LLM prompts.
- **Turning failure into recovery.** Reframed eligibility-failure screens around clear next steps, contributing to a 28% relative rise in next-day subscriptions among affected free users (3.1% to 4.0%) and +$0.11 estimated LTV.
- **Coaching and coverage.** Mentored designers, supported hiring and delivered 14 projects across four squads on schedule while covering changing team needs.

Cleo | Content Designer II

May 2022–April 2024

Designed onboarding, subscription and conversational experiences; contributed to a 46% uplift in paid-feature onboarding and mapped Cleo's chat content ecosystem to inform shared architecture.

Cleo | UX Writer I

October 2021–April 2022

Designed conversational journeys for financial education and product discovery.

CORE EXPERTISE

Product & growth: retention, conversion, behavioural research, A/B and multi-armed bandit experimentation, in-app user prompts and notifications

AI & systems: LLM system prompts, conversational AI, evaluation, content taxonomies, information architecture, content governance

Leadership: cross-functional strategy, editorial direction, content standards, critique, coaching and experimentation enablement

EDUCATION & PROFESSIONAL DEVELOPMENT

University of Michigan — BFA, Acting | BrainStation — Diploma, User Experience Design

Advanced Figma for Content Designers — UX Content Collective