RC

RACHEL CICHOWICZ

UX Product & Content Designer | Customer Advocate

CONTACT

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EDUCATION

GENERAL ASSEMBLY
User Interface Design

GENERAL ASSEMBLY
User Experience Design

PENN STATE UNIVERSITY
Art History, B.A.
Advertising, B.A.

TOOLS

UserTesting.com
Maze
Figma + FigJam
Sketch
InVision
Adobe Creative Suite
Pendo
JIRA
Confluence
Microsoft Suite
Google Suite
Shopify
Salesforce

EXPERIENCE

PRINCIPAL USER EXPERIENCE DESIGNER   Remote
OneTrust | February 2024 - November 2025

- Use content best practices to help shape UX content design, collaborating with UX content strategists to review and finalize both design and content.
- Advocate and evangelize UX best practices to various stakeholders, including engineers and product managers.
- Present research, content, and designs to stakeholders and the general UX team to promote a shared knowledge base and consistency across products.
- Conduct user research and testing to understand customer needs and pain points.
- Analyze and synthesize research findings into understandable and shareable media.
- Shape project goals to promote more consistent, thoughtful UX on OneTrust's Data Discovery product through design direction, contribution to roadmaps, and collaboration with product and engineering partners.
- Create engineering-ready design deliverables to simplify implementation and maintain intended customer experience.
- Audit legacy experiences and conduct competitive research to identify needed improvements and iterations.

SENIOR USER EXPERIENCE DESIGNER   New York, NY
JPMorgan Chase & Co. | July 2022 - August 2023

- Took responsibility for researching, writing, and designing user journeys, content strategy, information architecture, and product strategy for PricingDirect, as well as wireframing and prototyping screens that would implement these strategies for mobile and desktop projects.
- Conceptualizing and accounting for various error scenarios and constructing contextual content to help users understand what went wrong and how to fix it.
- Collaborated with design leadership, engineering, and product stakeholders to redesign PricingDirect's marketing site (which was last redesigned in 2017) and web application (created in 2010 and had not been overhauled since), as well as create a plan to establish PricingDirect as an industry thought leader.
- Lead workshops, brainstorming sessions, stakeholder interviews, and user research to identify customer and business needs, ideate, and foster a collaborative environment of shared responsibility.
- Created design artifacts to facilitate discussion among stakeholders and technology partners to design the optimal product offering for the end user.
- Created lo-fi and hi-fi mockups with consistent feedback loops and provided redlines to hand off to engineering for implementation (both PricingDirect and Markets mobile app).

EXPERIENCE DESIGN LEAD   Remote
Numo (subsidiary of PNC Bank) | July 2021 - July 2022

- Designed solutions for companies with large data sets by collaborating with product, engineering, and customer stakeholders in an agile environment.
- Supported regular user research that informs product strategy and improves usability.

SKILLS

Content Strategy
Content Design
UX Content
UX Design
Information Architecture
Technical Writing
Knowledge Bases
User Research
Research Analysis
Research Synthesis
Research Documentation
Research Presentation
Competitive Analysis
Journey Mapping
Usability Testing
Contextual Inquiry
Roadmapping
User-Centered Design
Interaction Design
Product Strategy
Prototyping
Wireframing
Quality Assurance Testing
Mentorship
Cross-functional Work
Stakeholder Collaboration
Agile Methodologies

EXPERIENCE DESIGN LEAD (CONTINUED)   Remote
Numo (subsidiary of PNC Bank) | July 2021 - July 2022

- Defined seamless user flows and intuitive experiences as the product offering expanded.

SENIOR USER EXPERIENCE DESIGNER   New York, NY
American Express | August 2019 - July 2021

- Created content for Customer 360 knowledge base environments for sales, servicing, and risk colleagues based on interviews and insights about their needs.
- Worked to decommission legacy CRM software at American Express through user research and incorporating key functionality from these systems into the new Customer 360 solution.
- Lead branding and corporate communications for the Customer 360 tool.
- Collaborated cross-functionally (design, marketing, product, engineering) in an agile environment to design solutions that incorporated business requirements while solving user needs.

SENIOR UX DESIGNER + CONSULTANT   New York, NY
EY | February 2017 - March 2019

- Designed and wrote UX content for the overall functionality of products and solutions in an agile environment to ensure optimal user experiences and facilitate client product vision.
- Researched user needs, conducted user testing, analyzed strategic approaches, and translated concepts into wireframes and prototypes that led to intuitive UX.
- Identify design and content problems and devise solutions for different client projects, make strategic design and UX decisions, and rapidly test and iterate on designs.