

# MAREN MISCHO

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## Senior Content Designer & UX Writer | Content Strategy | User-Centered Design

UX content design professional, with deep experience in healthcare, user-centered design, and other regulated industries. Worked in cross-functional teams to deliver personalized care journeys, high-visibility digital products, and enterprise style guides, contributing to outcomes such as a 25% reduction in member support calls. Experienced in scalable content systems across web and mobile, as well as voice and tone. I'm passionate about using language to make complex things feel simple and human.

### SKILLS

Experience in creating AI voice & tone | Creating style guides | Health literacy | Spanish proficiency

### TOOLS

Figma | Invision | Miro | Jira | Google Workspace | Microsoft 365 | Slack | Confluence | ChatGPT | Workfront | Adobe Cloud Manager | Content management systems

### EXPERIENCE

**OPTUM DIGITAL/RALLY HEALTH**, San Francisco, CA

**July 2019 - Nov 2025**

#### Sr. Content Designer & UX Writer

- Worked with product managers, researchers, designers, and engineers to create 12 Care Paths, personalized journeys that guide members through new or ongoing events in their lives
- Lead writer on high-profile projects including a biometrics site, healthcare spending page, and quit smoking program
- Wrote CTAs, instructions, navigation buttons, error messages, modals, SMS and push notifications, and more for web and mobile
- Created style guides to ensure consistency across the enterprise and more efficient project collaboration

**BLUE SHIELD OF CALIFORNIA**, San Francisco, CA

**Dec 2015 - July 2019**

#### Senior Content Designer

- Collaborated across teams to create clear and engaging content and experiences for members, employers, providers, and brokers
- Led content development for Wellvolution, a then-new group of lifestyle-based tools and support programs for members
- Enhanced Getting Started and My Bill web experiences for new members, which led to a 25% drop in new member support calls
- Wrote landing pages, emails, infographics, reports, brochures, fliers, ads, and other marketing collateral for large and small campaigns
- Enforced Blue Shield's brand, voice, tone, and health literacy standards across all written communications throughout the organization

**APLIA/CENGAGE LEARNING**, San Francisco, CA

**May 2011 - Dec 2015**

**Content Lead/Developer**

- Led development of 12 annual higher ed web and mobile products, expanding portfolio reach and impact
- Hired and trained a team of freelance writers, improving content quality and delivery timelines
- Helped launch the first Spanish-language statistics course for Latin America, capturing a market size of 10,000 potential users

**BIO-RAD LABORATORIES**, Hercules, CA

**Jan 2011 - July 2011**

**Editor, contract**

- Developed communications for the Life Science and Clinical Diagnostics markets, directing voice and tone for their global customer base
- Edited *Bio-Radiations* online magazine, overseeing content strategy

**ENCYCLOPEDIA BRITANNICA**, Chicago, IL

**May 2007 - Dec 2009**

**Geography Editor**

- Editor for places, physical features, and historical and political biographies
- Partnered with scientific organizations to create Amazon River content, expanded India coverage in manufacturing and tourism by 40%, and updated 50+ articles to reflect geologic time scale changes

**AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES**, Chicago, IL

**Dec 2006 - May 2007**

**Writer & Editor**

- Led divisional projects including policy papers, surveys, and toolkits
- Authored and edited *Healthcare Executive* magazine, Early Careerist Network, and CEO Circle

**ADDITIONAL RELEVANT EXPERIENCE**

**ERIE NEIGHBORHOOD HOUSE**, Chicago, IL

**Communications Coordinator**

- Authored content for 5 publications and led development of a new website
- Coordinated a neighborhood history project documenting 135 years of Erie House

**MOTOR AGE MAGAZINE**, Chicago, IL

**Principal Writer, Associate Editor**

- Wrote feature articles, news briefs, policy insights, and management tips for a monthly automotive magazine, delivering clear and engaging content to industry professionals
- Managed the editorial calendar and attended industry conferences to shape content strategy and stay up to date on automotive trends

**ROTARY INTERNATIONAL**, Evanston, IL

**Program Coordinator**

Managed six awards and fellowship programs, including marketing materials, budgets, and resource allocations

**NATIONAL COUNCIL OF REHABILITATION AND SPECIAL EDUCATION**, Turrialba, Costa Rica

AISEEC internship

**Regional Coordinator**

Created training for University of Costa Rica business students, enabling support for 10 entrepreneurs with disabilities to grow their small businesses

## EDUCATION

### **MA Journalism and Public Affairs, Journalism and Public Affairs**

American University, Washington, D.C

Journalism and Public Affairs

### **BS Business, Spanish Studies**

University of Illinois, Urbana, IL

Study abroad, Granada, Spain