

MELANY BIEKARCK

SR CONTENT DESIGNER

Crafting content to delight and solve problems for nearly 10 years

SKILLS

User research
Content testing
Journey mapping
Stakeholder mgmt
Cross-functional collaboration
Info architecture
User flows

TOOLS

Figma
Sketch
ADO
Jira/Confluence
Miro
Lucid

CERTIFICATIONS

Advanced Figma for Content Designers
UX Content Collective, May 2023

Inclusive UX Writing: Gender, Race, and Age
Udemy, Oct. 2022

Content Research & Testing
UX Content Collective, Nov. 2020

EDUCATION

BBA

Stephen M. Ross
School of Business
University of
Michigan

MiBA

Universität
Hamburg

CONTACT + LINKS

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EXPERIENCE

Content Consultant (Germany) Jul 2025 - Present

Clients: **Rabot Energy GmbH & Work for Impact**

Advising clients on product marketing and UX content strategy, optimization, testing, and content management to increase conversions and reduce churn.

- Helped **reduce seasonal churn from 3.6% (Nov.) to 2.9% (Dec.)** at Rabot Energy by increasing customer loyalty via strategic campaign design, testing, and implementation.
- Owned German copy for Rabot Energy's login redesign – terminology strategy, error messaging, and registration flow – resulting in **+3.4 pp login rate and -2.5 pp bounce** (A/B tested, >99.9% confidence).
- Identified and prioritized opportunities in **customer onboarding** to reduce early churn via research, collaboration, and the definition of success metrics. The execution is in early phases.

Thomson Reuters (USA) Aug 2023 - Jun 2024

Sr. UX Content Designer

Leading content design for six work streams including product training and renewals at Thomson Reuters, a market leader in AI technology.

- **Increased autopay adoption** by co-designing the flow and crafting clear and concise microcopy. [↗ Portfolio project: Achieve goals](#)
- **Reduced costly calls** to support by bringing clarification and consistency to product and feature terminology.
- **Educated users** about AI-powered features with bottom-of-the-funnel messaging.
- Led **conversational design** for a design sprint with a focus on Voice UI (VUI). Designed the conversation flow for 2 VUI scenarios.

Newsela Inc. (USA) Dec 2022 - Jun 2023

UX Writer

Co-led the discipline and served as expert on several highly visible projects at Newsela, an educational content platform.

- **Improved engagement and form completion rates**, by iterating on content and form design using insights from qualitative and quantitative user data gained in research and testing.
[↗ Portfolio project: Apply Insights](#)
- **Increased the NPS 8 points**, by shaping the tone and adding transparency to a re-defined free experience. I used research-informed content to clearly communicate the offering and the added value of purchasing a subscription.

Oaktree Technologies GmbH (Germany) Dec 2020 - Nov 2022

UX Writer | Content Designer | Domain Lead

Established the content design discipline and shifted the role of design, leading to improved processes, decision-making power, and team culture.

- Established a **content style guide** and brand voice and tone.
[↗ Portfolio project: Scale content](#)
- Led **market and customer research**, defined content strategy for **target audience and key messages** for the final steps of a branding and product launch project.

Owl + Bear Design Studio (Germany) Dec 2017 - Nov 2020

Co-founder | Lead Content Strategist

Designed solutions for various clients in Germany and the USA including app re-design and web design for start-ups and mid-size companies.