

RACHEL MERRIMAN

UX Designer | Content Strategy | Enterprise SaaS

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PROFESSIONAL SUMMARY

UX designer with a background in content strategy and 13+ years creating customer-facing experiences for complex enterprise software. I bring together research, information architecture, interaction design, systems thinking, and language to make complex products and information easier to understand and use. Most recently, I led end-to-end UX design for Planview's Customer Success Center, contributing to a 10-point NPS increase and supporting campaigns associated with \$600K in influenced revenue.

SKILLS

UX Design: User Research, Usability Testing, Interaction Design, Wireframing, Prototyping, Information Architecture, Visual Design, Responsive Design, Accessibility, Design Systems

Content: UX Writing, Content Strategy, Technical Writing, Taxonomy, Documentation, Editorial Standards

Tools & Methods: Figma, FigJam, Figma Dev Mode, Userlytics, Google Analytics, Hotjar, Claude AI, Adobe Illustrator, Adobe InDesign, Jira, ClickUp, Confluence, MindTouch CXone, WordPress, Agile

EXPERIENCE

Planview, Inc. | Austin, TX

May 2015 – Jun 2026

UI/UX Designer II

Mar 2022 – Jun 2026

Lead UX designer for the Planview Customer Success Center, a large-scale self-service platform supporting enterprise customers across Planview's project and portfolio management suite.

- Owned end-to-end UX design from discovery and research through information architecture, wireframes, prototypes, UX copy, accessibility review, and developer handoff.
- Established the Customer Success Center's first design system, defining reusable components, visual standards, and documentation to improve consistency and support scalable development.
- Contributed to a 10-point increase in Customer Success Center NPS through research-informed improvements to navigation, content, and page design.
- Designed solution demo landing pages supporting campaigns associated with \$600K in influenced revenue.
- Redesigned the Customer Care experience, the primary gateway to Planview's support portal and entry point for more than 50% of customer support cases.
- Planned and conducted remote usability studies in Userlytics, including test design, participant recruitment, analysis, and recommendations that informed design decisions.
- Managed design intake, prioritization, and delivery, partnering with product, engineering, content, and customer success teams to translate business requirements and customer needs into scalable experiences.
- Used Claude AI throughout the design process to accelerate prototyping, explore solutions, create implementation specifications, and audit design-system consistency and accessibility.

Senior Technical Writer & Content Strategist

May 2015 – Apr 2022

Created and governed customer-facing documentation for Planview Projectplace and AgilePlace, translating complex functionality into clear, task-based guidance.

- Developed and maintained documentation across multiple product lines in partnership with product managers, engineers, and subject matter experts.
- Created Capability Framework guidance combining product instruction with strategic content to support customer adoption and retention.
- Expanded into UX writing, information architecture, and Customer Success Center experience design, leading to a transition into the UI/UX Designer role.

Troux (acquired by Planview) | Austin, TX

Training Developer

Mar 2013 – May 2015

Designed instructor-led training and interactive e-learning for enterprise architecture and portfolio management software, translating complex workflows into task-based learning experiences.

EDUCATION

Bachelor of Arts, English Writing & Rhetoric

St. Edward's University, Austin, TX | 2012