

MITCHELL LICHT

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PROFILE

AI-native content and product designer with 7+ years of experience delivering high-impact UX for global fintech and SaaS leaders. Expert in AI/LLM strategy and building scalable systems for products reaching 70M+ users. Proven ability to lead cross-functional teams through complex regulatory landscapes, ensuring clarity and compliance across international markets. Dedicated to crafting localised, intuitive user journeys that balance human needs with business metrics.

EXPERIENCE

SoFi · Senior Content Designer

Sept 2025 – Present

San Francisco, CA

- Worked across cards, money movement, and onboarding simultaneously, shipping Smart Card, FedNow, mobile check deposit, APY updates, and multiple onboarding experiments while staying embedded in each team's design and engineering rhythm.
- Led content for the bundle onboarding launch. Shipped in under 5 weeks, delivering a projected +109% open rate, +70% first starts, and +21% activation rate with zero drop-off impact to money conversion.
- Built internal AI tools and a prompt engineering framework that encoded SoFi's brand voice for LLM use, then rolled it out org-wide, running training sessions that brought the broader product team into AI-assisted workflows.
- Became the first content designer at SoFi to execute engineering merge requests directly, built the onboarding materials, and ran sessions that got designers and PMs working confidently in Cursor.
- Ran a cross-product terminology audit across card surfaces, landing consistent naming standards that reduced user confusion and gave the design system cleaner foundations to build on.
- Mentored two junior designers and contributed to team culture through critique sessions, cross-functional education, and design initiatives that raised the craft bar across the product org.

Wells Fargo · Senior Content Designer

Jul 2024 – Sept 2025

San Francisco, CA

- Developed Wells Fargo's internal AI/LLM tools by creating prompt libraries, scalable style guides, and UX content frameworks, enabling faster, compliant product development across multiple business units.
- Collaborated with design, research, legal, engineering, and accessibility teams in Figma to launch compliant, intuitive experiences that reduced user errors and increased satisfaction in high-visibility customer journeys.
- Shaped experiences across travel, rewards, and credit card products — covering onboarding, gamification, notifications, error states, SMS, and third-party integrations — to improve customer engagement and streamline multi-channel workflows.
- Elevated team efficiency by establishing reusable content patterns and clear guidelines, enabling designers and writers to scale consistent, high-quality copy across products without starting from scratch.

Docusign · UX Writer

Sept 2023 – Jul 2024

San Francisco, CA

- Led content for a cross-functional product team focused on product-led growth, producing UX/UI copy that improved activation and reduced drop-off in key onboarding flows.
- Defined the need and added a project to the product-led growth roadmap called "Just Sign", created to decrease drop-off rates and improve account activations through improved UX/UI copy and flow design.

- Built a reusable CTA and modal library for Docusign.com, ensuring brand voice and accessibility standards were applied consistently across product and marketing surfaces.

Klaviyo · UX Writer & Copywriter
Denver, CO

Sept 2021 – Sept 2023

- Launched three high-impact product pages and in-product experiences, increasing click-through to pricing by 25% and driving 10% product activation.
- Defined voice, tone, and information architecture for Klaviyo's first chatbot, reducing unqualified leads by 80% through accessible and conversational design.

SKILLS

Prompt engineering, Cursor, Claude, AI-assisted development, LLM prototyping, Rapid prototyping, Conversation design, Figma, Logic mapping, State documentation, Wireframing, Accessibility, Content governance, User journey mapping, Product strategy, A/B testing, Gitlab

EDUCATION

Fordham University · B.S. Business Administration, Marketing

Fordham University London · International Study and Internship Program

UX Content Collective · Chatbot Writing and Design

Google & Coursera · UX Design Certificate

INTERESTS

Long-distance running: Training with a coach toward a December marathon goal, following a first road marathon finish in March 2026. Running approximately 50 miles per week.

International relocation: Planning a move from San Francisco to the Netherlands or UK with my husband and six-year-old golden retriever.

Film: Drawn to bold, visually distinctive cinema. Favorites include Titane, The Florida Project, and works that push formal and narrative conventions.