

RACHEL HISAKO WRIGHT

6202 N Bowdoin St / Portland, OR 97203

hi@rachelhisakowright.com / 503.550.1239 / **Portfolio:** www.rachelhisakowright.com

About me

UX-obsessed writer focused on digital products, content design and brand storytelling. I love bringing brand voice to life across a system, working collaboratively to solve UX challenges, helping writers grow.

Rivian, Remote, Jul 2021 – Present

Position: Creative Director, Copy

Role: Leading a copy and content design team on our Digital Studio team—ensuring a unified voice and intuitive experiences across everything from our website and online purchase flow to in-vehicle and mobile app. I've worked on immersive product launches, built out messaging and notification frameworks, named new products, balanced quick-turn iterative asks with concepting and developing new features. And I've had the opportunity to nurture a small but awesome team along the way.

Work + Co, Portland, OR, Jan 2021 – Jun 2021

Position: Lead Writer

Role: Worked collaboratively with a team of product designers and creative technologists to design high-fidelity concepts and digital products for a range of clients. Was poached by an exciting electric vehicle company (see above).

Clients: Lululemon, Netflix, Chase

R/GA, New York, NY, Aug 2015 – Jan 2021

Position: Associate Creative Director, Copy

Role: Designed digital products and campaigns—from concept to execution, collaborating with strategy, XD and visual design teams. Managed and mentored junior writers. Projects included digital product content design, chatbot and conversation design, websites, integrated campaigns, brand voice guidelines, script and video development and art direction for photo and video shoots.

Clients: Equinox, LEGO, Mailchimp, Carnival, Nike, Verizon, Johnson & Johnson, PwC, St. Ives, Sightworthy, Owners.com

School of Visual Arts, New York, NY, Sep 2018 – Jun 2019

Position: Adjunct professor

Role: Co-professor for Interaction Design and Communications class covering experience design and visual design with a focus on digital systems.

R.WRIGHT COPYWRITING, Portland, OR and New York, NY, Aug 2011 – Present

Position: Self employed - Copywriter

Role: Develop creative branding and communication solutions for agencies and brands, ranging from strategy and taglines, to web copy, editorial content, product copy and social.

Past Clients: Ori, Area 17, Apple, Roxy, Italic Studio, Sincerely Truman, Sasquatch Advertising, Nau, Nike, Schoolhouse Electric, Triumph Motorcycles, Museum Tour, A.wordsmith PR, Riley Weiss, Xenium, Alpha Broadcasting, Greasebus

SYMBIOTICS/RIVERBANK, Portland, OR, Sep 2008 – Jul 2012

Position: Copy Editor and Writer

Responsibilities: Wrote and copy edited web content, print collateral, press releases and B2B collateral. Edited technical documents for clarity, style and simplified complex ideas for a general audience.

SAIEI INTERNATIONAL, Portland, OR, Jan 2008 – Aug 2008

Position: English Teacher

Responsibilities: Taught children and adults conversational English. Lots of singing.

OUTDOORS NW MAGAZINE, Portland, OR, Jun 2006 – Aug 2006

Position: Editorial Intern

Responsibilities: Wrote and edited articles, news briefs, and event calendar for monthly magazine. Edited articles from contributing freelancers.

B.A. ENGLISH, ART MINOR, University of Oregon, Eugene, OR