

ROBERT PEIFFLE

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Content design leader with a copywriting background. I run a team at Docusign and am primarily focused on: shaping content that's clear and consistent, helping people grow into their best work, and developing the tools and processes to prove that we're doing great work.

EXPERIENCE

Manager, Content Design — Docusign

Apr 2024 – Present

- Lead a team of 7 (5 content designers, 1 information architect) embedded in the Experience Design org, owning content strategy across Docusign's core in-product surfaces (eSignature, CLM, IAM, Docusign for Salesforce)
- Built an internal Figma plugin that scores UX copy against Docusign's brand rubric using an LLM API, giving the team a data-backed way to write consistently and defend content decisions to PMs and engineers
- Implemented Agile methodologies and scrum practices across writers, content designers, and information architects, improving operational efficiency, tracking, and reporting
- Benchmarked Docusign's content design system against industry leaders (Intuit, Microsoft, Google) to inform its evolution
- Onboard, mentor, and develop team members — including drafting promotion cases that translate individual impact into leadership-ready narratives

Senior Content Designer — Docusign

Feb 2022 – Apr 2024

- Took on the first layer of team leadership — onboarding and mentoring new writers — while still carrying a full slate of product work
- Wrote the content standards Docusign's UX writers still use, turning years of one-off decisions into something repeatable
- Rolled out Agile and scrum practices for the wider content team — the first real process most of the group had worked under

UI Copywriter — Docusign

Apr 2019 – Feb 2022

- Wrote and shipped copy for Docusign's highest-priority product launches, working shoulder-to-shoulder with product design and PM to get it right
- Partnered with research to ground copy in how people actually used the product, not just how the feature was spec'd
- Helped build the Jira-based process for tracking content work, since nothing like it existed yet

EARLIER EXPERIENCE

UX Copywriter, Humana (via Brooksource)

Oct 2018 – Apr 2019

Digital Copywriter, American Hotel (via The Boss Group)

Jul 2018 – Oct 2018

Copywriter, Groupon / LivingSocial

Oct 2017 – May 2018

Copywriter, T-Mobile (via The Creative Group)

May 2016 – Sep 2017

Wrote UX copy for the T-Mobile app and purchase path that contributed to a 106% improvement in purchase-path conversion.

Senior Copywriter, Wunderman (T-Mobile)

Nov 2015 – Jan 2016

Early Career: Copywriting & SEO Marketing — evo.com, Zillow, The Cobalt Group, Deloitte Digital, Amazon

Oct 2012 – Nov 2015

SKILLS

Content Design & UX Writing · Content Design Systems · Figma · Jira · Agile / Scrum · LLM-Assisted Tooling · Team Leadership & Mentorship · Content Strategy · Cross-Functional Partnership (Product, Design, Research)

EDUCATION & CERTIFICATIONS

Certificate, Content Design Leadership — UX Content Collective (UXCC), 2026

Certificate, Storytelling & Content Strategy — University of Washington, PCE, 2016

B.A., Creative Writing — University of Washington, 2012