Caroline Boyle

Content Strategy | AI Experiences and Product Platforms

Leeds, UK · caroboyle@gmail.com · caroboyle.com
linkedin.com/in/carolineboyle

I build content strategies and systems that make complex software easier to understand and use. My experience spans in-product content, onboarding, learning and conversational AI, with standards and governance across international SaaS portfolios. I combine hands-on AI workflows with cross-functional strategy and mentoring, from leading a 14-person content function to shaping AI assistants and content operations in regulated products.

37 SaaS products / 14-person international content function
45% fewer support calls at IRIS / 26% fewer tickets at CUBE

EXPERIENCE

CUBE Global

Apr 2024–present

Product Experience Manager, 2026–present
Previously Technical Documentation Manager, 2024–2026

- Define product content strategy across four regulated RegTech SaaS products, owning UX writing, information architecture and governance. Partner with product, engineering, data and legal on content, digital adoption and AI strategy.
- Built AI-assisted content workflows for the three-person Product Experience team: a Claude Projects system spanning every CUBE product, with shared standards, decisions and voice rules. Created a content brief and checkpoint prompt for AI-generated prototypes.
- Proposed an in-product RAG assistant connecting MadCap Flare help content to the Claude API, progressing from prototype to a full engineering specification. Led the strategy for deploying Salesforce Agentforce within products.
- Defined terminology, naming and microcopy for AI Coworkers and the RegPlatform chatbot, including “Priorities Coworker” in place of “Screening Agent”. Built a reusable voice and tone checking skill.
- Created an EU AI Act governance kit for development and engineering teams: a risk checkpoint, Claude Code skill and pull request checklist. Aligned AI Coworker content with transparency and human oversight obligations.
- Managed digital adoption across three products, moving from WalkMe to Pendo and working with product and data teams on iterative improvements to in-product guidance.
- Built 500+ help centre articles with structured information architecture and quality standards, reducing support tickets by 26% in six months. Established content standards so one Flare source serves human readers and AI retrieval.

Heddl

2026–present

Co-founder, alongside CUBE

- A small product experience practice. Hands-on content design and prototyping for a UK government SaaS vendor, including a working React prototype of an AI messaging assistant.

iDeals

Nov 2023–Apr 2024

Senior Content Designer

- Implemented and configured Fin AI for support, defining quality standards and the human handoff model.
- Co-designed end-to-end web and mobile experiences for a new SaaS product, including onboarding, help centre strategy and a self-service ecosystem built from scratch.

EXPERIENCE CONTINUED

IRIS Software Group

2020–2023

Head of Content Design

- Built and led a 14-person content design function across 37 SaaS products in UK and US markets, establishing scalable operations across accountancy, HR, payroll and education.
- Reduced support calls by 45% in the first year through content strategy, improved information architecture and self-service design.
- Established content standards, inclusive voice and tone frameworks, governance and shared patterns. Contributed to design systems and mentored content designers at every level in evidence-led, user-centred practice.
- Automated multichannel publishing with MadCap Flare and used Gainsight PX for targeted in-app engagement, connecting product guidance and self-service content.

Independent

Nov 2019–Aug 2020

Content Design Consultant and Strategist

- Delivered content strategy, onboarding and product communications for small businesses and start-ups. Volunteered as Documentation Manager for Team OSV's Fluid Heart app, helping kidney failure patients track their weight during Covid-19 isolation.

dunnhumby

Sep 2018–Nov 2019

Design Operations Manager, Jul–Nov 2019
User Assistance Manager, Sep 2018–Jul 2019

- Led teams of four across content, UX and visual design during the move from consultancy to SaaS, working across London, Manchester and Berlin.
- Created the dh Style Guide, voice and tone guidance and a new help system; introduced automated deployment, video and translation. Improved personas, job stories and jobs to be done, and supported the dh Design System rollout.

Anaplan

2013–2018

Technical Documentation Manager

- Led a seven-person team across the UK, US and Japan through IPO-era growth, as the enterprise customer base grew from around 200 to 979.
- Owned the technical content site, customer community and roadmap for contextual help, API reference, integration guides and release notes. Worked with product, support and research on user needs at a fortnightly release cadence.

EARLIER CAREER

Technical documentation and communications roles, 1996–2013

Telepath · Pierbridge · Minorplanet · Coda Scisys (Unit 4) · Unisys · Lawson Software · BACG / Armature

Built help systems, training videos and e-learning; localised content into eight languages. Ran usability testing and content analytics at Pierbridge; supervised and mentored 14 technical authors at BACG / Armature.

EXPERTISE AND TOOLS

Product content strategy · AI-assisted content workflows · Conversational AI · Contextual help and onboarding · Terminology and naming · Content systems and governance · Inclusive content · Mentoring

Claude, Claude Code and Claude API · ChatGPT · Gemini · Salesforce Agentforce · Intercom Fin · MadCap Flare · Pendo · WalkMe · Gainsight PX · React prototyping

EDUCATION AND DEVELOPMENT

BA (Hons) Marketing, Retailing and Distribution, University of Huddersfield
Service design course, Interaction Design Foundation, 2023