Dan Boehl

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Content Designer

Content with flair
I have over 7 years expertise helping people make smart financial decisions—all while bringing the brand's voice to design and education.

Diplomat
I specialize in simplifying complex transactions, making content clear and useful, and working closely with legal and product teams to get things right.

Streamliner
Loves any opportunity to eliminate jargon and streamline design.

What I do best

Content Design & Research

Transaction Design & Education

Branding & Product Marketing

Accessibility & Inclusive Language

Design Systems & Scalable Content

Figma, Jira, Confluence, CMS

Awards

Complexity Slayer | 2023

Owns the Outcome | 2023

Excellence in Action | 2022

Crypto in workplace plan 2023

Reimagined an inaccessible, jargon-heavy, and uninspired PDF experience into a dynamic in-page experience—fully integrated into the template with content and visuals that bring clarity to complex concepts.

Problem

A workplace investment company was offering BitCoin investing in a 401(k). Heavily scrutinized by FINRA, the original education was over-written PDFs.

The product faced low adoption rates, increased helpline calls, and was missing out on word-of-mouth that attracts young customers.

Opportunity

- Increase inflows into the Cryptocurrency Account product.
- Cater to risk-tolerant customers looking to diversify.
- Attract new client companies interested in crypto investing.

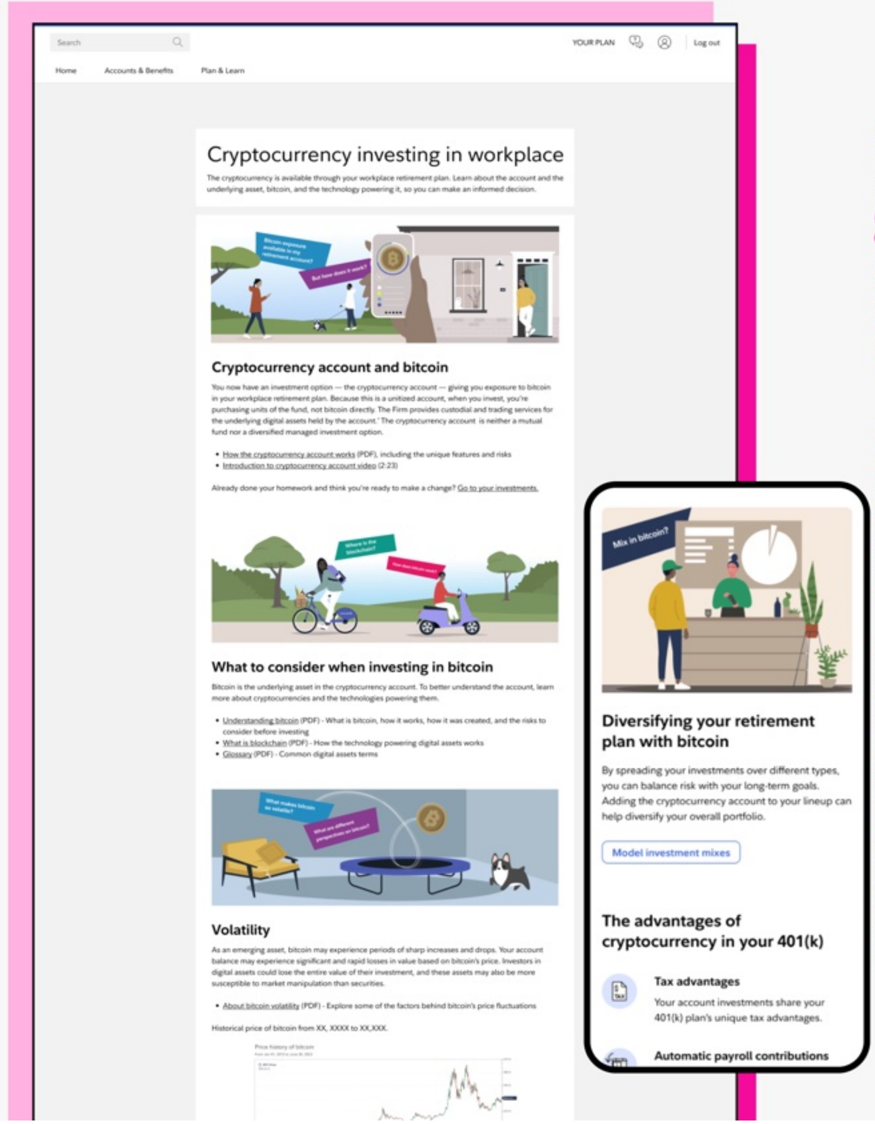
Content solutions

Built a crypto enrollment flow with updated messaging to boost investor confidence through clear, unbiased education. Partnered with legal and compliance to ensure FINRA compliance.

Results

The UX team refined designs through a design sprint and user testing.

- Created landing page with plain-language, mobile-first, accessible education.
- Included video explaining how to invest in crypto in a workplace plan.
- Scalable design that can incorporate new asset offerings.



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Workplace summary

2025

Revamped the workplace summary page to empower users with clearer insights and smarter actions. Embedded educational content that connects their balance to retirement wellness—and shows how to boost it.

Problem

The content on the Workplace summary page failed to meet users at their level of financial literacy.

The page lacked guidance to help users connect their workplace plan balance to overall financial wellness, leaving them unsure how to improve their retirement outlook.

Opportunity

Provide in-context education to increase customer confidence.
Inspire higher engagement with accounts and retirement products.
Reduce helpline call rates.

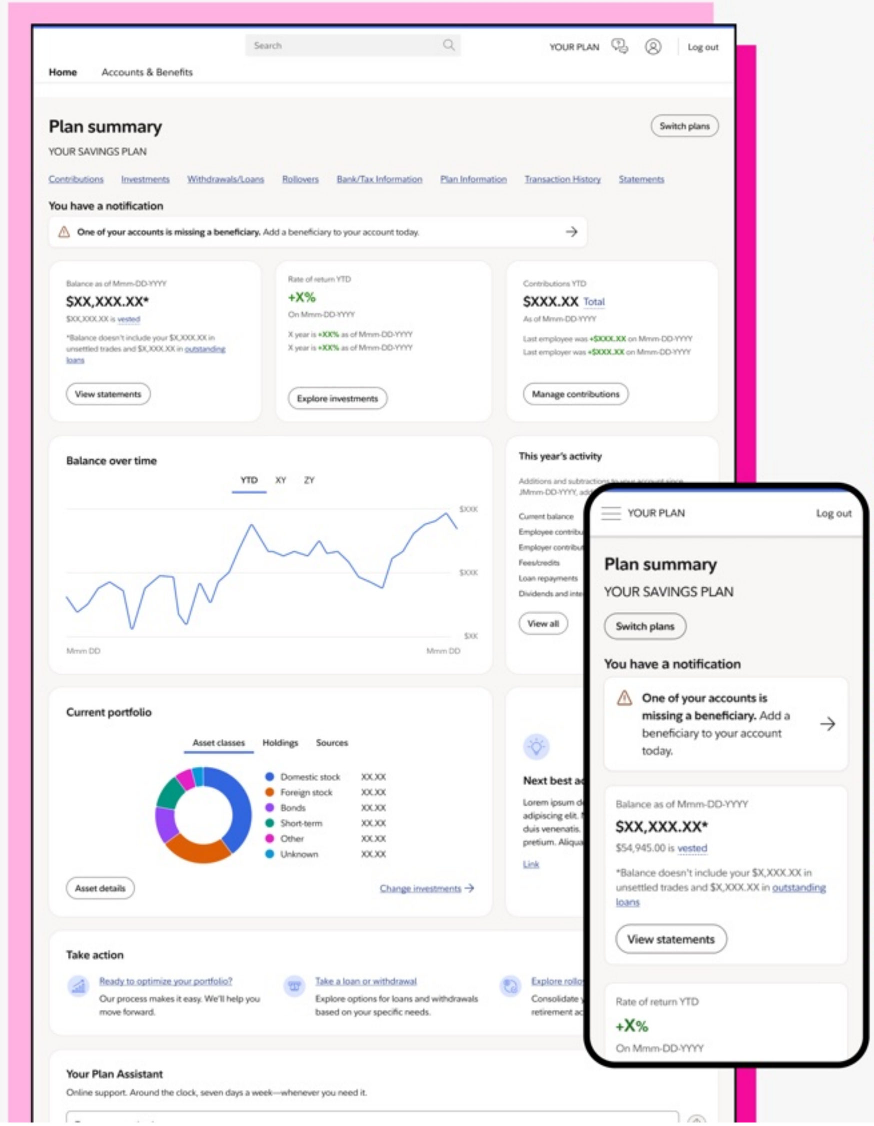
Content solutions

Integrated a content strategy that offers contextual guidance explaining complex financial terms and recommended actions. Broke down concepts into appropriate and digestible content. Worked with design and product teams to create a template with scalable education and alert spaces.

Results

After refining through a design sprint and user testing, the new page was released incrementally to customers.

- Volume of six figure monthly visits monthly visits.
- User satisfaction rate high.
- Task completion rate of high.



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Rollover transaction 2018-2025

Reimagined the rollover journey with scalable, confidence-building product pages that kept assets in-house. Embedded seamless education to demystify investments and money movement—driving a measurable increase in roll-to-firm transfers.

Problem

Reimagined the rollover journey with scalable, confidence-building product pages that kept assets in-house. Embedded seamless education to demystify investments and money movement—driving a measurable increase in roll-to-firm transfers.

Opportunity

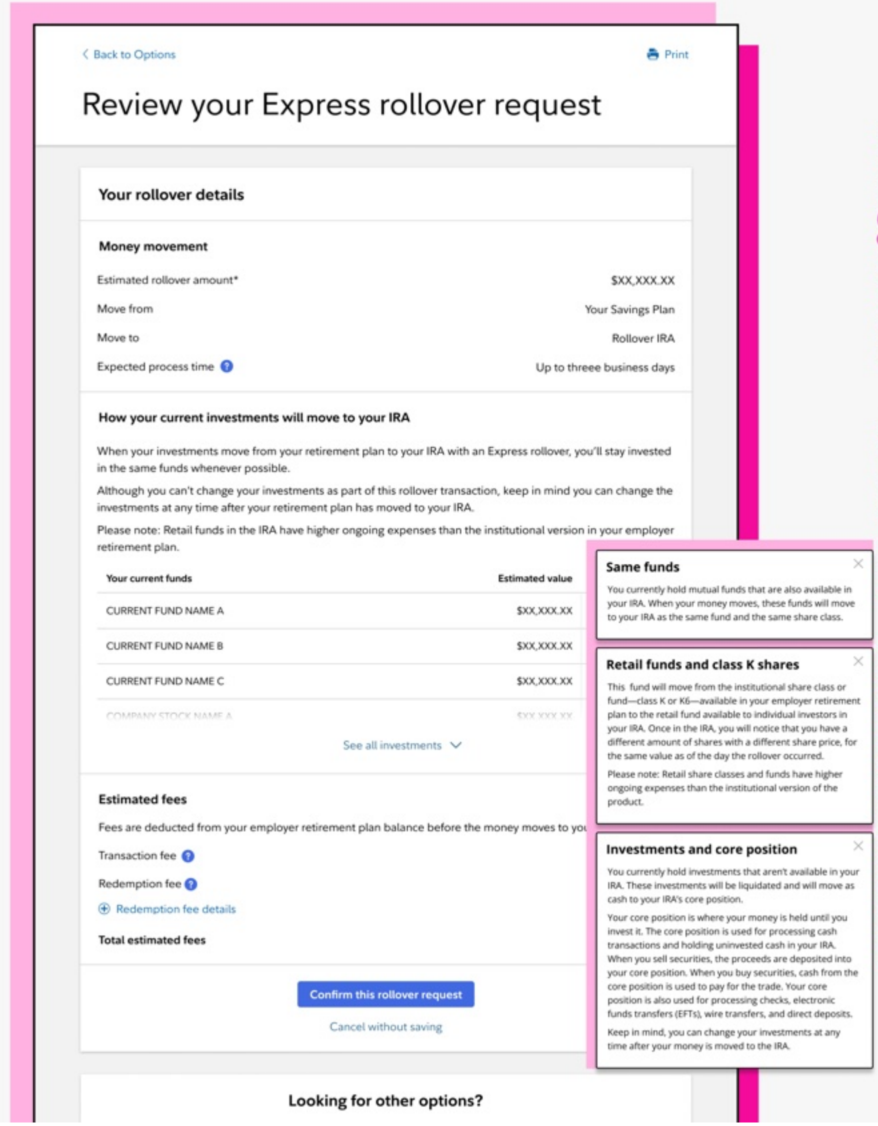
Create a scalable rollover transaction that increased firm in-flows.
Design a scalable express rollover transaction.
Reduce helpline call rates.

Content solutions

Worked with design team to insert transaction-based education. Broke down concepts into appropriate and digestible content. Aligned with brokerage teams to create seamless roll-to-firm account opening transaction.

Results

- Super high transaction completion rate.
- Kept half of transferring money in the firm.
- Increased completion of rollover to IRA account opens.
- Avoids tens of thousands of call minutes annually.



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Investments transaction 2025

Helped design content for the transformation of the 15+ year-old Investment transaction flows, slimming the content while providing in-context learning for the complex topic of choosing investments.

Problem

The Investment management experience was outdated, confusing and difficult to navigate. In customer feedback, almost all respondents couldn't accomplish their stated need and dozens planned to call for help.

Opportunity

Create seamless investment inflows worth billions of dollars.
Reduce business costs by mitigating helpline phone calls and transaction errors.

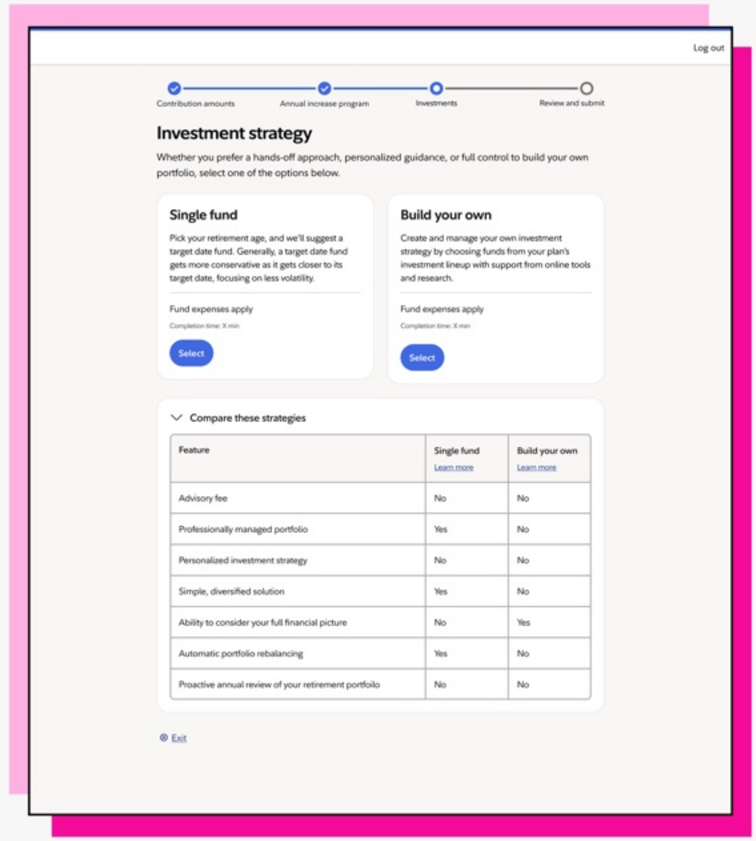
Content solutions

Designed intuitive, low-friction transactions that educate investors at every level. Simplified content to ease cognitive load, with personalized guidance based on user history and experience.

Results

The UX team refined designs through three rounds of testing and two design sprints, creating:

- A multi-page transaction that's easier to navigate.
- Integration with the enrollment flow to help educate novice investors.
- Alignment with trade ticket experience in brokerage.
- Scalable design with in-context investments educational content.



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Automatic rollovers

2024

Transformed a long-form article into a clear, educational piece—complete with infographics and visuals—to help employees with accounts of $7,000 or less, easily grasp the mechanics of automatic rollovers. The new service launched November 16, 2023.

Problem

Customers with eligible accounts needed education about why their old accounts automatically roll over. UX tested if people understood what Auto-portability is and how it might move an old retirement account.

Opportunity

Reduce cashing out of 401(K)s that occurs when people change jobs.
Write a suite of deliverables explaining the product based on user research.

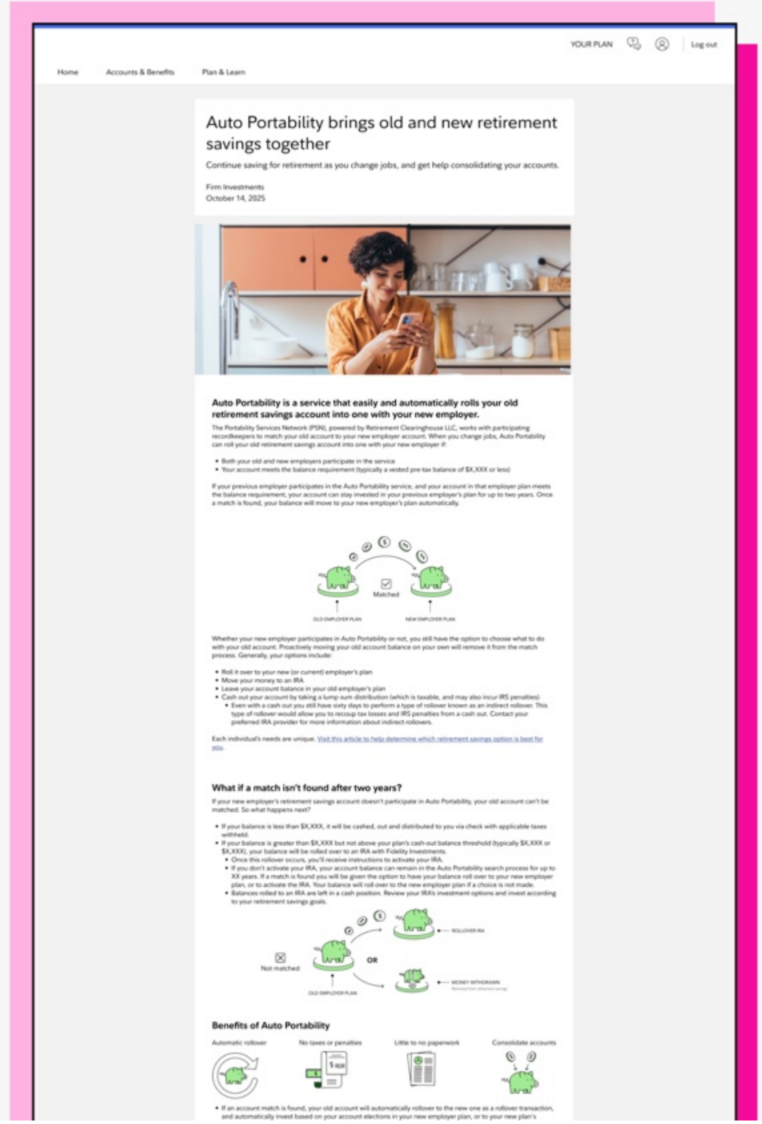
Content solutions

Decreased the amount of text on the page. Created visuals that demonstrate the complex concepts explained in the content, and produced an educational video.

Results

The UX team refined designs through a round of testing, and used the feedback to:

- Include an Auto-portability walkthrough video.
- Highlight the concepts of staying invested versus cashing out.
- Created infographics that story-tell the concepts of the content.
- Page has best Google SEO as topped ranked page in search.
- The AP email sent to has over half open rate, and higher than average clickthrough rate.



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Print Poetry Startup

2010-now

Founded by editors who believe great books come from close partnerships with authors, Birds, LLC publishes innovative, inclusive work that amplifies new voices. The press supports its poets through readings, podcasts, classroom visits, and more—because poetry deserves to be heard, shared, and celebrated.

Problem

In the U.S. poetry market, most titles sell fewer than 200 copies, and big publishers are pulling back. University presses often lack marketing support, leaving authors without visibility. Meanwhile, a growing community of poets—many also educators—are hungry for fresh, relevant work.

Opportunity

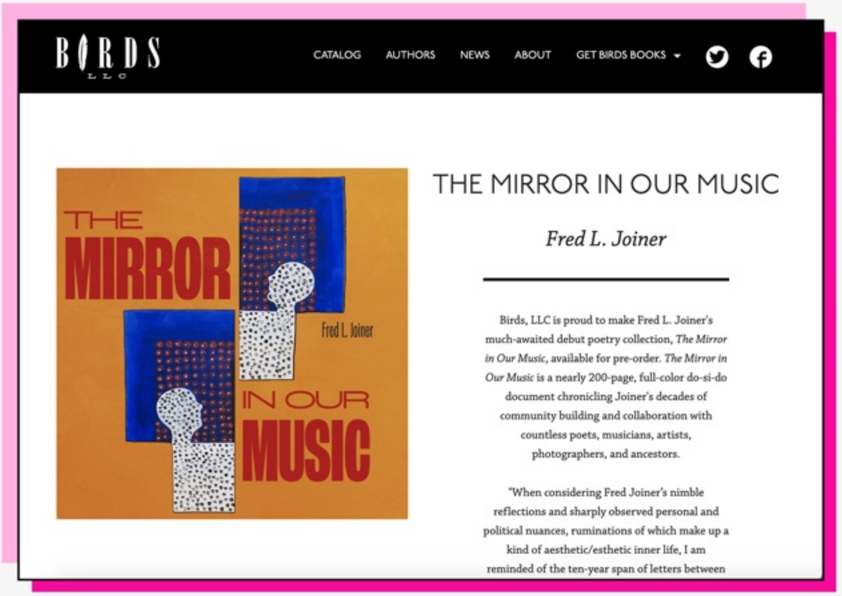
Poetry books don't sell themselves—and most publishers don't market them. Birds, LLC saw a chance to reach more readers by designing beautiful books and building a strong online presence. By teaming up with other presses and engaging directly with poets and educators, the press created a supportive, connected community.

Content solutions

Birds, LLC built a mobile-friendly website to make buying books easy and accessible.
Used email, social media, and author networks to spread the word and grow a loyal audience.
Each book treated like an event—with custom artwork, limited editions, and creative promotions that made poetry feel personal and exciting.

Results

- Books sell over three hundred copies year one— above the industry average, many titles reprinted.
- Recognized in *The New York Times*, *Publishers Weekly*, and the *Poetry Foundation*.
- Revenue by ten percent year-over-year, expanded by yearly grants.
- Authors and books have won major literary awards and honors.
- Deep book distributor relationships and yearly college course adoptions.



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World's longest poem 2016-now

The Exquisite Corpse Machine (ECM) is a tabletop arcade game that invites people to co-write the world's longest group poem—one line at a time. Inspired by the classic exquisite corpse exercise, each participant responds only to the previous line, keeping the rest hidden. Built for SPARKcon by the litSPARK team, ECM turns poetry into a playful, open-source experience anyone can join.

Problem

Traditional exquisite corpse poems are hard to scale—paper-based formats aren't practical for public or large group participation. The litSPARK team needed a way to make the experience portable, accessible, and fun without losing the mystery and spontaneity that make the format special.

Opportunity

The ECM makes poetry interactive and accessible in public spaces like festivals, galleries, and classrooms. It embraces open-source values and invites broad participation. With grant support and growing interest, the project has room to expand digitally and reach new audiences.

Content solutions

Built a portable arcade cabinet where users type one poetic line in response to the last. All other lines stay hidden, keeping the experience spontaneous and collaborative. During downtime, the machine generates random sonnets from past submissions to keep the poem alive and evolving.

Results

- Thousands have contributed lines to the ECM, creating a growing, community-sourced poem.
- Grant from the Awesome Foundation and a residency at VAE during National Poetry Month.
- Debuted at SPARKcon creativity festival and continues to attract attention at local events.
- Plans to build a website and take the ECM on tour across North Carolina and beyond.


Desktop — Python litSPARKexquisitecorpse-2017.py — 88×24

Thanks for contributing to the litSPARK Exquisite Corpse!

Previous line: become sound waves floating between worlds

Your line: to dissipate like the last rays of summer

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