

AMY ROARK

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PROFESSIONAL SUMMARY

For the past fourteen years, I've focused on the growing importance of language inside products and services. What started in content strategy now extends across conversational AI, product design, and AI systems. As conversational interfaces become the front door to more experiences, language shifts from supporting the product to shaping it. Voice, dialogue, and behavior become part of the experience itself.

That shift also changes how organizations express their brand. In conversational and AI-powered products, brand expression increasingly happens through system behavior. As language becomes a product capability, the work extends beyond content into the systems that shape AI behavior. That means understanding the technology, designing the operating principles around it, and partnering with product, engineering, data science, and design teams to bring those experiences to life.

Today, I design language systems and AI-enabled experiences that help organizations scale trust, strengthen brand expression, and improve customer outcomes.

CORE EXPERTISE

- **Conversational & AI-Enabled Experiences:** Designing systems where language serves as both interface and brand expression—ensuring clarity, accessibility, and linguistic diversity are foundational.
- **System Architecture:** Architecting multi-turn conversational systems, agent experiences, and high-personality product interactions that balance customer needs, business goals, and operational constraints.
- **AI Governance Frameworks:** Building prompt and context architectures, evaluation frameworks, and behavioral guardrails that keep AI systems trustworthy, consistent, and aligned with brand standards.
- **Performance Metrics & Optimization:** Defining evaluation standards and feedback loops to systematically measure, monitor, and mitigate model drift over time.
- **Enterprise Scaling:** Establishing the operating principles, workflows, and cross-functional practices required to scale AI-enabled content systems across large organizations.

PROFESSIONAL EXPERIENCE

FOUNDER | *Snowglobe* | 2017 – Present *Independent consultancy focused on AI content strategy, conversational systems, and AI governance for enterprise organizations. Clients include PwC, USAA, Allstate, Best Buy, CVS Health, Neiman Marcus, and Target.*

- **AI Systems Diagnosis & Architecture:** Diagnose why AI pilots and conversational systems underperform — at the architectural level, not just the prompt level — and redesign them into stable, governed, brand-aligned experiences.
- **Content Strategy & Narrative Systems:** Design the content architectures, persona systems, and interaction patterns that connect brand strategy, customer needs, and business goals.
- **Brand Personality Design:** Translate brand values and customer understanding into the instructions, behaviors, and interaction patterns that give AI systems a consistent and recognizable voice.
- **Governance & Evaluation Frameworks:** Build evaluation frameworks, content guardrails, and quality standards that help organizations measure, monitor, and improve AI-generated experiences over time.
- **Enablement & Practice Building:** Create operating models, rollout plans, risk guidance, and training programs that help content, marketing, and product teams adopt AI effectively.
- *Focus Areas:* Conversational AI · Language Systems · AI Product Experiences · AI Governance & Evaluation · Narrative Strategy · Brand Voice Architecture · Enterprise LLM Implementation.

AI CONTENT STRATEGY & GOVERNANCE CONSULTANT | PwC | Feb 2025 – Jan 2026

- **Assessed:** An AI content pilot producing unreliable output where teams lacked the mental models to identify why quality was degrading or how to intervene systematically.
- **Built:** Evaluation frameworks for six distinct AI behavioral failure modes (context saturation, instruction hierarchy collapse, hallucination under differentiation pressure, regeneration vs. editing patterns, learning loop degradation, and update instability). Established governance structures, prompt architecture, and enablement protocols that allowed teams to diagnose and resolve issues independently.
- **Result:** Transformed a stalled pilot into a documented strategic asset with a governed system architecture, realistic constraints analysis, and an operational framework for scaling AI responsibly across the organization.
- **Regulated Risk Controls:** Developed risk controls for financial services content, including red-flag triggers, proprietary data protections, content guardrails, and escalation pathways.
- **Executive Assessment & Enterprise Enablement:** Produced a comprehensive strategic assessment for senior leadership that translated complex AI behavior into actionable business guidance, documented realistic ROI expectations, identified organizational readiness requirements, and established the foundation for future AI governance, training, and adoption efforts.
- *Tools & Methods:* Custom GPT, context engineering, content governance frameworks, systematic evaluation protocols, quality rubrics for AI-generated content, risk controls for regulated industries.

CONVERSATIONAL AI DESIGNER | USAA | Nov 2023 – Jan 2025

- **Recognized:** An enterprise virtual assistant that was not architecturally ready for generative AI transitions and content that was unoptimized for the linguistic diversity, regional variation, and emotional complexity of a geographically dispersed military population.
- **Built:** Rebuilt conversational architecture by consolidating 6,000+ deterministic intents into scalable intent clusters organized around customer goals rather than internal product structures, creating a stronger foundation for AI-enabled experiences. Leveraged large-scale utterance analysis to identify language-comprehension gaps related to regional speech patterns, accessibility needs, and underrepresented customer communication styles; translated findings into conversational design standards, governance practices, and long-term operating models.
- **Result:** Achieved enterprise-scale generative AI readiness during a critical platform migration without service disruption, while creating a more scalable language system and equipping internal teams for sustained independent operation.
- **Functional Alignment:** Wrote conversational scripts calibrated for trust across complex financial service journeys, partnering with NLU, product, and engineering teams to align customer experience, platform constraints, and backend workflows.

Platform: Amazon + Liveperson.

LEAD CONVERSATION DESIGN | Allstate | Jan 2022 – Oct 2022

- **Uncovered:** A National Sales Bot failing at the architectural level — lacking an analytical framework for understanding conversational failures, brand expression, or linguistic coverage for regional variation across a critical customer entry point.
- **Built:** Partnered with data science to develop an utterance analysis framework that surfaced recurring failure patterns across thousands of customer interactions. Used those insights to rebuild the conversational architecture, improve linguistic coverage for language variation and underserved customer populations, redesign recovery strategies, and establish brand voice standards across previously siloed teams.
- **Result:** Improved recognition accuracy by 15% within the first month, transforming a fragmented customer acquisition experience into a more effective, brand-aligned entry point while creating a repeatable framework for ongoing optimization.
- **Design Scale & Testing:** Led content audits and design reviews, established reusable content libraries and standards, conducted speech recognition and voice biometrics testing, and created scalable practices that strengthened long-term team capability.

Platform: Amazon + Liveperson.

NARRATIVE STRATEGIST & CONVERSATIONAL DESIGNER | *Neiman Marcus* | Aug 2021 – Jan 2022

- **Character Framework:** Designed "Stanley" — a conversational character framework and luxury personality system for the Neiman Marcus shopping companion across mobile applications and digital experiences.
- **Behavioral Modeling:** Defined how the persona engaged across app states and service scenarios, translating heritage luxury values into distinct interaction patterns and dialogue moments.
- **Product Integration:** Designed a narrative strategy that informed core product architecture decisions rather than surface copy, shaping experiences where interaction design became part of the luxury experience itself.
- *Platforms:* Mobile app (iOS/Android), digital experiences.

PRODUCT LEAD, CONTENT STRATEGY | *CVS Health* | Jan 2021 – June 2021

- **Recognized:** Pandemic-critical digital and in-store experiences needed to work simultaneously across product, operations, legal, and communications under rapidly evolving public health guidance and heightened public stress.
- **Built:** Content and interaction strategies for COVID testing, vaccination, and in-store process changes that balanced instructional clarity, emotional reassurance, legal precision, and real-time accuracy.
- **Result:** Delivered pandemic-critical experiences to millions without a single misinformation incident.
- **Accessibility & Testing:** Established accessibility strategies ensuring critical health information was usable across varying stress levels and devices; tested language and interaction patterns for distressed customers to calibrate tone under extraordinary time pressure.
- *Platforms:* Mobile app (iOS/Android), web, in-store digital experiences.

CONVERSATIONAL & CONTENT SYSTEMS | *Best Buy Innovation Center* | 2017 – 2021

- **Enterprise Conversational Design Practice:** Founded and scaled Best Buy's enterprise conversational design practice from the ground up, establishing methodologies, governance models, intent architecture standards, brand persona frameworks, utterance analysis practices, and operational processes that enabled voice, multimodal, and AI-enabled customer experiences across the organization. Hired and developed conversational design talent, created scalable intake and operating models, and built a sustainable practice capable of supporting enterprise-wide adoption.
- **Multimodal & Emerging Modalities:** Led narrative strategy across mobile, augmented reality, voice, and multimodal experiences for consumer electronics and digital health businesses; helped define how language, interaction, and interface design work together across emerging channels, including voice experiences for senior populations balancing technical functionality with accessibility and empathy.

- **Crisis Response:** Served as Content Lead for Best Buy's COVID-19 response, helping reengineer customer service, fulfillment, and communication experiences as stores closed to in-person shopping; developed messaging methodologies and content frameworks that guided customers through rapidly changing circumstances while designing new service pathways, associate-assisted digital experiences, and real-time testing programs. Recognized by Gartner as an industry standout.
- **Platforms:** iOS, Android, web, Google Conversational AI, AR/VR systems, in-store digital, internal tools.

BRAND STORYTELLER & CONTENT SYSTEMS STRATEGIST | *Target* | 2012 – 2016

- **Operational Transformation:** Identified a systemic bottleneck in Target's digital marketing operation where a 17-week email production cycle generated delays, rework, and stakeholder conflict because the process assumed a level of business stability that did not exist. Redesigned workflow ownership, decision authority, and content production practices, reducing timelines from 17 weeks to 3 weeks while generating \$2.3M in annual savings, a 300%+ conversion improvement, and a 107% increase in click-through rates.
- **Brand Storytelling:** Served as lead digital copywriter for flagship designer collaborations, including the 3.1 Phillip Lim for Target collection, developing product storytelling and merchandising content strategies that achieved an 18% conversion rate, 89% sell-through, and exceeded sales goals by more than 40%.
- **Audience & Personalization Strategy:** Partnered with Target Media Network (now Roundel) to develop persona-based messaging strategies for advertising partners, helping establish early approaches to audience segmentation, personalization, and performance-driven content design.

PLATFORM & TOOL CLINIC

- **Conversational & AI Systems:** Amazon Lex, Google, Vertex AI, Dialogflow, Rasa, Voiceflow, Enterprise LLMs, Custom GPTs, Context Engineering.
- **Interfaces & Modalities:** Voice Assistants, Automated IVR Platforms, Mobile Applications (iOS/Android), Connected Retail, Augmented Reality (AR/VR).

EDUCATION & PROFESSIONAL DEVELOPMENT

- **Undergraduate Foundation:** Political Science, Anthropology & History | *University of Minnesota*
- **Continuing Professional Education:** Ethics in AI · AI Product Design · Custom LLMs
- **Professional Associations:** Women in AI · Women in Automation · Centre UIE

COMMUNITY ENGAGEMENT

- Feline Rescue Inc. · Humane Society · The Take One/Leave One Project · Community Archaeology