

AMY ROARK

Senior AI Architect · Conversational & Voice UX · Hybrid Human/AI Systems Design

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PROFESSIONAL SUMMARY

I'm a senior AI architect and conversational product designer focused on the systems that power chat, IVR, voice, and AI-driven customer experiences. I design the logic, language, and product structures that make complex journeys feel clear and natural, drawing on a creative foundation shaped by years of working with narrative, voice, and user behavior. Ongoing study includes AI Ethics at the London School of Economics and advanced AI product design at MIT, grounding my practice in responsible systems design and emerging AI capabilities.

SKILLS

Agentic AI Design & Orchestration

Conversational UX · IVR Modernization & Call Flow Design

AI Content Architecture · Generative AI Integration

Intent Modeling · Prompting & Evaluation · NLP/NLU Collaboration

Virtual Agent & Agent Assist Systems

Knowledge Base Integration & Orchestration

Voice UX · Multimodal Product Design

Narrative Strategy · Human Communication Patterns & Regional Language Behavior

Accessibility Strategy · Design Systems

Stakeholder Influence & Facilitation · Cross-Functional Leadership

AI Governance & Enablement · UX Writing · Coaching & Mentorship

CONVERSATIONAL PLATFORMS & CX SYSTEMS

Amazon Lex, Google Cloud Dialogflow, Genesys, LivePerson, Kore.ai Experience Optimization (XO) Platform, Voiceflow, Virtual agents, IVR modernization, contact center integrations

EXPERIENCE

Feb 25 - Current Content Transformation Consultant, PwC US

Brought in to transform PwC's AI content pilot into a fully operational, enterprise-ready content and system architecture — designing custom model structures, governance frameworks, and cross-team practices capable of supporting high-stakes executive communications.

- **Architected customized, persona-driven models and a content ecosystem** explicitly designed for executive-level deliverables — enabling consistency, accuracy, and domain fidelity that generic Copilot integrations cannot support.
- **Built a foundational operating system for PwC's AI content program**, including workflow orchestration, validation pathways, and learning loops that ensured outputs remained precise, trustworthy, and aligned to firm standards.
- **Created a unified improvement and learning pipeline** that captured measurable gains in clarity, efficiency and accuracy — feeding insights, failures and edge cases back into updated prompts, data structures and guidance to reduce drift and strengthen the system over time.

- **Operationalized risk controls for high-stakes content**, defining risk lexicons, red-flag triggers, proprietary data protections, and guardrails for regulated industries.
- **Developed scalable onboarding, reference materials, and use-case playbooks** to help teams understand not just how to use AI, but how to use it responsibly, effectively, and consistently across domains.

Nov 23 to Jan 25 Conversational Product Design Consultant, USAA, San Antonio, TX

Engaged during a critical enterprise transition to a new conversational and generative AI platform. Re-architected the virtual assistant's structure, voice, and operational model to support expanded functionality, greater clarity, and generative AI readiness across high-volume member journeys.

- **Redesigned the assistant's conversational architecture** to prepare for generative AI — reorganizing intents, flows, and system logic into a scalable, coherent structure that supports future enhancements and advanced functionality.
- **Rebuilt the intent model and content hierarchy** for clarity, reuse, and consistent behavior across complex financial scenarios.
- **Optimized content and interaction patterns for the new platform**, ensuring language, logic, and user pathways could flex with generative capabilities rather than break under them.
- **Developed cross-surface response and decision strategies** that improved continuity between chat, knowledge, and backend services.
- **Partnered closely with NLU, product, and engineering teams** to align constraints, APIs, and backend workflows with conversational design goals.
- **Designed and operationalized scalable conversational systems that accounted for regional speech patterns, linguistic variation, and cultural communication norms** — ensuring consistent comprehension, behavior, and accuracy across diverse member populations.
- **Authored playbooks and mentored internal teams**, strengthening USAA's long-term conversation-design practice and equipping them for the shift into generative AI.

Jan - Oct 2022 Lead VUI Product Designer, Conversation Design Consultant - Allstate, Chicago, IL

Led the transformation of Allstate's outsourced Sales Bot — the primary digital entry point for customers purchasing auto policies nationwide — into an in-house, brand-aligned conversational experience. Rebuilt a failing system that lacked brand voice, clarity, and functional intelligence into a scalable, accurate, and human-centered assistant integrated with Allstate's broader digital ecosystem.

- **Rescued and re-architected a broken conversational experience** that was unable to communicate value, answer basic questions, or support users with different regions, dialects, or goals — turning it into a high-performing, brand-forward, customer-ready product.
- **Designed the conversational architecture end-to-end**, spanning flows, logic, UI patterns, escalations, IVR-to-chat handoffs, and omnichannel transitions — creating a clear, navigable experience for a complex, high-volume sales environment.
- **Strengthened utterance recognition systems by tuning conversational flows to reflect regional speech patterns, colloquialisms, and linguistic diversity** — resolving major misinterpretation issues and stabilizing system performance across customer segments
- **Reconnected previously siloed teams** (product, NLU, UX, engineering) to build a unified system for the first time — establishing lasting cross-functional alignment between digital and conversational surfaces.
- **Partnered with NLU teams to retrain models** for accuracy and voice alignment — significantly improving confidence scores and recognition sensitivity across regions and dialects.
- **Developed automated utterance-analysis tools** that delivered a 15% lift in accuracy within the first month and accelerated continuous improvement cycles.

Aug 21 - Jan 22 Narrative Strategist Consultant, Neiman Marcus, Dallas, TX

Brought brand strategy, narrative design, and conversational UX together to shape the voice and personality of Neiman Marcus's next-generation luxury shopping app. Translated heritage brand values into a digital persona ("Stanley") that blended service, storytelling, and frictionless support — creating the narrative and behavioral foundation for a high-touch, AI-adjacent experience.

- **Translated the creative team's persona direction into a functional narrative and behavioral model for "Stanley,"** the app's luxury shopping companion — connecting brand legacy with modern service design.
- **Crafted narrative arcs, tone systems, microcopy, and interaction moments** that were expressive, on-brand, and designed for utility as much as delight.
- **Defined persona engagement patterns** that shaped how the assistant informed, supported, and surprised users across channels and states.
- **Established narrative and experiential frameworks** that later influenced Neiman Marcus's broader app and service strategy.

- **Balanced editorial craft with UX structure**, ensuring every moment of personality served clarity, confidence, and the brand promise.

Jan-June, 2021 Product Lead, Content Strategy, (Consulting) CVS Health, Boston, MA

Joined a rapid-response, cross-disciplinary team charged with designing and launching pandemic-critical digital and in-store experiences under intense timelines and constantly shifting public-health guidance. Delivered clarity, safety, and operational alignment across complex, high-risk journeys used by millions of customers.

- **Designed content and interaction strategies for pandemic-related services** — including testing, vaccinations, and in-store process changes — balancing instructional clarity, emotional reassurance, legal precision, and real-time updates.
- **Transformed ambiguous, evolving requirements into clear, actionable user pathways**, ensuring customers could safely navigate fast-changing policies across digital and in-store touchpoints.
- **Worked across business leadership, brand, engineering, design, third-party vendors, and legal/compliance teams** to resolve technical constraints, align requirements, and deliver usable solutions at extraordinary speed.
- **Established accessibility strategies (A11y) for digital and in-store health experiences**, ensuring critical information was usable for people across abilities, devices, and contexts.
- **Created scalable content patterns** to support rapid iteration as CDC guidance shifted, enabling faster updates and reducing risk of misinformation.
- **Provided calm, structured leadership within a high-pressure, high-visibility environment**, helping teams cut through complexity and deliver safe, reliable experiences when public trust was paramount.

2017-2021 Conversational UX & Multimodal Content Systems Lead, Best Buy Innovation Center, Seattle, WA

Founding Content Designer responsible for establishing Best Buy's content and conversation design practice across emerging platforms. Built the foundational systems, standards, and influence networks that shaped how the organization approached language, interaction, and intelligent experiences across digital, in-store, and assistive technologies.

- **Defined Best Buy's first enterprise content systems** spanning apps, chat, IVR, voice (Alexa, Google Assistant), AR/VR interactions, and digital health products — creating the connective tissue for consistent customer experiences across modalities.
- **Led the transition from deterministic chat to generative-aligned conversational systems**, developing persona, voice, and intent models and authoring scalable flows and UI patterns.

- **Built the strategic and structural foundation for voice and multimodal experience design**, helping the organization understand and operationalize the emerging landscape of assistants, agents, and device ecosystems.
- **Set enterprise-wide content standards** — including voice/tone guidelines, content principles, and UI strategy tools — that were adopted across UX, product, and engineering teams.
- **Designed enterprise-level conversational and multimodal systems that incorporated regional speech patterns, linguistic variation, and colloquial usage** — ensuring scalable, consistent behavior across voice, chat, in-store, and emerging-platform experiences.
- **Drove content strategy for healthcare and remote patient experiences**, extending Best Buy's brand into digital health with clarity, safety, and accessibility.
- **Mentored designers and established a repeatable practice**, building the patterns, processes, and cross-functional relationships that embedded content and conversational design into the product development lifecycle.
- **Advocated for content as a design discipline**, shaping team culture and helping leadership understand the strategic value of language in multimodal ecosystems.

2012 to 2016 Senior Brand Storyteller & Content Strategist, Target, Minneapolis, Minnesota

Led digital storytelling, content systems, and early product experience design for some of Target's most iconic brand collaborations and category experiences. Helped evolve Target's digital voice and connect narrative, usability, and product clarity across channels — laying the groundwork for content practices the company still uses today.

- **Created content systems still used across Target's digital surfaces**, linking brand voice, product storytelling, and user experience — balancing clarity, accessibility, and narrative impact.
- **Served as lead digital copywriter for high-profile designer collaborations**, with many collections surpassing sales goals by 40%+ after introducing new product storytelling and information architecture.
- **Shaped multichannel campaign strategies** that blended brand personality with functional clarity — bringing product experience into homes, devices, and omnichannel journeys.
- **Partnered with Target's Media Network as a consulting content strategist**, designing persona-based and multichannel narratives for major national brand collaborations.
- **Introduced experience design rigor into Target's content practice**, helping shift digital narrative work from "cute copy" to foundational, scalable product content.

2011 to 2012 Product Manager, Email Marketing, Target, Minneapolis, Minnesota

Led end-to-end content strategy, production, and operational workflows for Target's email marketing program — a high-volume, revenue-critical channel. Drove significant performance gains and operational efficiencies through experience design, cross-functional alignment, and process redesign.

- **Delivered a complete restructuring of the email content and production workflow**, reducing operational redundancies and streamlining collaboration between creative, merchandising, analytics, and engineering teams.
- **Led content strategy and testing for high-impact promotional campaigns**, improving clarity, relevance, and personalization across diverse customer segments.
- **Reduced program costs by over \$2M annually** through process optimization, better tooling, and cross-functional coordination between Minneapolis and Bangalore teams.
- **Increased conversion rates by over 300%** by improving content structure, experience and decision logic, and customer-path clarity.
- **Partnered with product managers, business analysts, and creative teams** to define requirements, align goals, and support rapid testing in a fast-paced retail environment.
- **Introduced early forms of scalable content patterns**, laying the groundwork for reusable messaging components before formal design systems existed at Target.

PROFESSIONAL ASSOCIATIONS

Women in AI; CenterCentre - UIE | Leaders of Awesomeness; SAFe Agilist Certification; Winter 2025 Cohort - "Ethics of AI", London School of Economics & Political Science; Spring 2026 Cohort - "Designing and Building AI Products and Services", MIT

COMMUNITY

Feline Rescue Inc., Humane Society, The Take One/Leave One Project, and pro-bono non-profit grant strategy

EDUCATION

Undergraduate: Political Science, Anthropology & History, University of Minnesota.
Continuing Studies: Innovation, Sustainability & Design, Minneapolis College of Art & Design.
Ongoing professional development in LLMs, NLU, AI product design, and human-centered UX.