

AMY ROARK
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PROFESSIONAL SUMMARY

With over 12 years of experience in multimodal product design, UX writing, and conversational AI, I lead word design for enterprise-level initiatives and new product launches. I have a strong background in retail, consumer health, consumer products, and social good where I deliver innovative and engaging experiences that delight customers and drive business outcomes.

I'm passionate about design beyond devices, voice search content optimization, data-driven decisions, brand evolution, and cultural and generational behaviors. I have extensive experience in design systems, brand voice, accessibility, agile methodologies, multi-platform content UI strategy - helping me create human experiences that delight, engage and innovate.

TOOLS OF THE TRADE

Design	User Testing/Research	Chat/Voice	Collaboration	Languages
Adobe Creative Cloud/XD	a11y/Accessibility	Amazon Alexa	Airtable	German (Proficient)
Figma	Adobe Analytics	Amazon Lex	Confluence	French (Rusty)
Miro	dscout	Dialogflow	Jira	NLU (Natural Language)
Sketch	Maze	Open AI models	Slack	
Axure	Userzoom	Voiceflow	Teams	

PROFESSIONAL EXPERIENCE

2001 to Present **Owner – Strategist, VÔO, NYC, Seattle, Minneapolis, Ireland - Worldwide**
Through VÔO, I deliver innovative multi-platform UX product design and content strategies, chatbot and voice product Conversational UI testing, existing conversational design strategy optimization, and product management for complex experiences in the retail, consumer products, technology and social good arenas. Additional expertise in consumer trend analysis and collaborative brand experiences.

Jan - Oct 2022 **Lead UX Product Designer, Conversation Design (Consulting) Allstate, Chicago, IL (Remote)**
Lead UX product design partner and conversational designer for the Allstate Sales Bot, partnering with the product owner, business owners, international development leads and research partners to design and deliver a new and improved conversational customer self-service experience. Additional work with IVR experience tuning and brand voice integration.

Big picture:

Designed and implemented successful chat social conversation and dissatisfaction redirect strategies that improved customer perception of both the bot's and the brand's listening capability, significantly increasing containment rates;

Collaborated with NLU analysis and research partners to refine and enhance the contextual and conversational quality of our responses and increase intent confidence scores/match rates;

Established conversational design best practices and working alliances across platform verticals and designed NLU-informed, automated utterance analysis tools that can be scaled across multiple chat experiences, improving bot accuracy by over 15% in the first month of implementation;

Mentored members of the Development and Chat Ops teams interested in qualitative data analysis to increase opportunities to correct intent errors;

Mentored junior conversational designers in conversation strategy and technical understanding of voice systems.

Aug 21 - Jan 22 ***Narrative Strategist and Content Designer, Mobile Apps (Consulting) Neiman Marcus, Dallas, TX (Remote)***
Back to my fashion roots for this app consulting project. App Narrative Strategy consulting, and even a little creative content direction, for a brand new NM mobile experience.

Big picture, I helped NM's editorial content team (in close collaboration with Brand leadership) translate their unique voice into a scalable, product-oriented content UI strategy that would support the new experience; identify and refine the product's value propositions, and define and differentiate individual features UI messaging moments and action patterns across multiple app features.

Jan- June, 2021 ***Product Lead, Content Strategy, (Consulting) CVS Health, Boston, MA (Remote)***
Part of a critical team focused on rapidly designing, launching - and testing in real time - cross-platform pandemic-related services and service changes under intense timelines.

I delivered a content UI strategy with a complex combination of instructional, inspirational and legal content requirements by partnering with business leadership, brand, engineering, design partners, 3rd party vendors and other stakeholders to overcome technical, logistical and legal challenges; and collaborated with A11y partners to establish relevant Accessibility strategies for both digital and in-store customers.

2017-2021 ***UX Writing & Conversational Design Lead, Best Buy Innovation Center, Seattle, WA***
In establishing the UX content program at Best Buy, one of the most important roles I played was championing how words – and the way we used them – can help create better customer experiences.

In my role as a practicing lead UX Writer and Narrative Strategist, I led projects from a content perspective across all platforms including consumer-facing App and digital experiences, Chat, IVR, Voice-Enabled Shopping (Alexa Skills, etc.), AR/VR experiences and major enterprise initiatives – both for Best Buy's consumer electronic and Health businesses.

As a member of Best Buy's UX Standards team, I worked across Best Buy to promote UX writing as a discipline; helped hire and train new UX writers and Conversational designers; and established functional language patterns to help our Design partners with consistency across experiences, (so we didn't waste time sweating the small stuff.)

With insights from my team, I created a set of UX Writing design principles and guiding actions to inform our work and designed voice & tone, design process and content UI strategy tools to help that work stay aligned and move forward.

I partnered with Research teams to encourage narrative strategy thinking in the ideation of product and feature design, as well as establish content testing as part of usability studies.

2011 to 2016 ***Target, Minneapolis, Minnesota***
From geek to chic - serious to silly, I used an experience design approach to craft rich, multichannel campaign strategies and produced forward-moving process innovations that delivered measurable sales improvements and cost-savings.

Product Owner, Target Email Marketing

- Served as lead product owner for Target's email marketing program
- Partnered with creative teams, business analysts, product merchandisers and product managers to create fun, sales-focused email experiences that drove demand, acquisition, retention and engagement
- Managed email content design, testing and deployment processes between Minneapolis and Bangalore teams, significantly reducing E2E process redundancies and execution errors and delays
- Collaborated across stakeholder teams to develop new tools and timing that streamlined both the creative and development processes fundamentally, reducing overall program costs by over \$2M annually, while producing an improved product that experienced increased guest conversion rates of over 300%

Product Owner, Target.com

- Served as creative product owner for apparel & accessories, holiday, special brands and vendor marketing experiences across Target's digital platforms
- Consulted with user experience and development stakeholder teams to establish technical requirements
- Collaborated with internal partners and outside agencies on creative strategy and implementation
- Managed creative processed to ensure alignment with project and leadership goals
- Facilitated digital content execution and deployment between Minneapolis and Bangalore teams
- Performed QA for new site technologies, ensured Accessibility compliance across digital channels and partnered significantly in creative process redesign initiatives

Copywriter & Narrative Strategist (Consulting), Target ISM & Target.com

- Served as lead digital copywriter for designer collaborations, special brand projects and cross-category divisions, including campaigns for 3.1 Phillip Lim, TOMS + Target, Altuzarra, Made to Matter, Faribault for Target, and Oh Joy! among others, with many collections exceeding their online sales goals by 40% or more after introducing a new product information content messaging strategy
- Partnered with Target's Media Network division as a consulting content strategist, developing both multichannel and persona-focused promotional strategies for brands such as Banana Boat, Brita, Charmin, LG, Purina and Starbucks, etc.
- Served as lead copywriter for Target.com's Home & Outdoor Living and Holiday product categories
- Mastered the Target voice across all divisions, infusing copy with compelling, SEO-driven verbiage aiming to inspire and motivate trend-loving consumers

2008 – 2011

Institutional Philanthropy - Grant Development & Program Evaluation, Minneapolis, Minnesota

Managed a portfolio of over 125 private, corporation and large institutional funders with annual revenue goals of \$1.1M and integrated post-merger messaging for Minnesota's largest provider of domestic violence services and specialized mental health care and legal services for women, seniors and families.

- Developed grant strategies and wrote all non-government proposals
- Designed and implemented agency program evaluation methodologies and data parameters to fulfill grant reporting requirements
- Cultivated and maintained foundation relationships; identified and established relationships with external program project partners
- Developed special program support opportunities for private foundation and major individual donors
- Closed program funding gaps through strategic appeals to targeted individuals and organizations
- Created successful direct marketing messages and other re-engagement strategies for former foundation and individual donors

2006 – 2008

Managing Editor, l'etoile magazine, Minneapolis, Minnesota

Established the voice, visual branding and operational strategies for an all-volunteer Minneapolis-based fashion, art and design publication that created an unparalleled platform for local contributors to showcase their work.

- Co-founded l'etoile's Weekend What's What, one of the Twin Cities' first digital experiences to spotlight the brightest in local art, fashion, music and creative culture
- Defined overall editorial voice for both on-line and print editions
- Collaborated with creative directors on all features and major editorials
- Instituted editorial policies and created operational procedures and standards
- Managed contributing writers, editors, designers and other creatives; edited all major features
- Produced numerous branded, large-scale public events

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Through VÔO, I deliver innovative multi-platform design strategy, customer journey ideation, and product management strategy for up-and-coming experiences in the retail, arts & culture, technology and social good arenas. Additional expertise in consumer trend analysis and collaborative brand experiences.

COMMUNITY ACTIVITIES

Feline Rescue Inc./Humane Society

The Take One/Leave One Project

Pro-bono grant strategy assistance for small non-profit organizations

EDUCATION

Undergraduate: Political Science, Anthropology & History, University of Minnesota

Continuing Studies: Innovation, Sustainability & Design, Minneapolis College of Art & Design;

Nonprofit Management, University of St. Thomas