

# AMY ROARK

Content Systems Architect | Conversational Design | Enterprise AI Content Systems | Brand-Aware Implementation

amyroark@gmail.com | 612-987-5171  
linkedin.com/in/amyroark | amyroark.journoportfolio.com

---

## PROFESSIONAL SUMMARY

Strategic content systems architect specializing in human-centered intelligent systems. I design conversational experiences, adaptive content architectures, and multimodal workflows that bring clarity and structure to complex enterprise environments. My work combines product design intuition, technical fluency, and deep expertise in language and user behavior to support trustworthy, scalable AI implementation across enterprise platforms.

Currently advancing expertise in AI Ethics at the London School of Economics and AI Product Design at MIT, grounding my practice in responsible systems design and emerging capabilities.

---

## CORE CAPABILITIES

### Conversational & Experience Design

Conversational UX · Voice UX · Multimodal Product Design · Intent Modeling · Human Communication Patterns · Regional Language Behavior · Cross-Cultural Communication Strategy · Content Systems Design · Accessibility Strategy

### AI Architecture & Implementation

Agentic AI Design & Orchestration · Generative AI Integration · AI Content Architecture · Enterprise GPT Configuration · Prompt Engineering & Evaluation · AI Writing Systems & Guardrails · AI Governance & Enablement · NLP/NLU Collaboration · Learning Loop Design

### Strategic Leadership

Stakeholder Influence & Facilitation · Cross-Functional Leadership · Design Systems · Narrative Strategy · Coaching & Mentorship · UX Writing

---

# PROFESSIONAL EXPERIENCE

## Content Transformation Consultant, PwC US

Feb 2025 - Present

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

### System Architecture & Design:

- Architected customized, persona-driven models for executive-level deliverables
- Diagnosed architectural failure modes in early generative workflows (context saturation, regeneration editing patterns, hallucination risk) and redesigned prompting and review structures to stabilize output quality
- Built a content ecosystem ensuring consistency, accuracy, and domain fidelity beyond generic Copilot integrations
- Designed workflow orchestration, validation pathways, and learning loops to ensure precise, trustworthy outputs aligned to firm standards

### Learning & Optimization:

- Created a unified improvement pipeline that captured measurable gains in clarity, efficiency, and accuracy
- Fed insights, failures, and edge cases back into updated prompts, data structures, and guidance to reduce drift and strengthen system performance over time

### Risk & Governance:

- Operationalized risk controls for high-stakes content in regulated industries
- Defined risk lexicons, red-flag triggers, proprietary data protections, and guardrails

### Enablement & Scale:

- Developed scalable onboarding materials, reference documentation, and use-case playbooks
  - Helped teams understand how to use AI responsibly, effectively, and consistently across domains
-

## **Conversational Design Consultant, USAA**

**Nov 2023 - Jan 2025 | San Antonio, TX**

Engaged during a critical enterprise transition to 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-readiness across high-volume member journeys.

### **Platform Migration & Architecture:**

- Redesigned the assistant's conversational architecture to prepare for generative AI capabilities
- Rebuilt intent model and content hierarchy for clarity, reuse, and consistent behavior across complex financial scenarios
- Optimized content and interaction patterns for new platform, ensuring language and logic could flex with generative capabilities

### **NLU & Regional Language Optimization:**

- Designed conversational systems that incorporated regional speech patterns, linguistic variation, and cultural communication norms
- Ensured consistent comprehension, behavior, and accuracy across diverse member populations
- Partnered with NLU, product, and engineering teams to align constraints, APIs, and backend workflows with conversational design goals

### **Knowledge Transfer:**

- Authored playbooks and mentored internal teams
- Strengthened USAA's long-term conversation-design practice
- Equipped teams for shift into generative AI

**Key Achievement:** Prepared enterprise-scale conversational infrastructure for generative AI during critical platform migration without service disruption.

---

## **Lead UX Product Designer, Conversation Design Consultant, Allstate**

**Jan - Oct 2022 | Chicago, IL**

Led the transformation of Allstate's outsourced Sales Bot—the primary digital entry point for auto insurance purchases nationwide. Rebuilt a failing system into a scalable, accurate, brand-aligned conversational experience integrated with Allstate's digital ecosystem.

### **System Rescue & Redesign:**

- Re-architected broken conversational experience unable to communicate value, answer questions, or support users with different regions, dialects, or goals
- Designed conversational architecture end-to-end: flows, logic, UI patterns, escalations, and omnichannel handoffs
- Created clear, navigable experience for complex, high-volume sales environment

### **NLU & Recognition Optimization:**

- Strengthened utterance recognition by tuning flows to reflect regional speech patterns, colloquialisms, and linguistic diversity
- Resolved major misinterpretation issues and stabilized system performance across customer segments
- Partnered with NLU teams to retrain models for accuracy and voice alignment

### **Cross-Functional Alignment:**

- Reconnected previously siloed teams (product, NLU, UX, engineering) for the first time
- Established lasting cross-functional alignment between digital and conversational surfaces

### **Key Achievements:**

- **15% accuracy improvement** within first month through automated utterance-analysis tools
  - Transformed broken experience into high-performing, brand-forward customer entry point
  - Accelerated continuous improvement cycles through systematic optimization framework
-

## **Narrative Strategist Consultant, Neiman Marcus**

**Aug 2021 - Jan 2022 | Dallas, TX**

Shaped 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.

### **Narrative & Persona Design:**

- Translated creative team's persona direction into functional narrative and behavioral model
- Crafted narrative arcs, tone systems, microcopy, and interaction moments that balanced brand expression with utility
- Defined persona engagement patterns across channels and states

### **Strategic Influence:**

- Established narrative and experiential frameworks that influenced broader app and service strategy
  - Balanced editorial craft with UX structure
  - Ensured every moment of personality served clarity, confidence, and brand promise
- 

## **Product Lead, Content Strategy (Consulting), CVS Health**

**Jan - June 2021 | Boston, MA (Remote)**

Joined rapid-response team designing and launching pandemic-critical digital and in-store experiences under intense timelines and evolving public health guidance. Delivered clarity, safety, and operational alignment across complex, high-risk journeys used by millions.

### **Crisis Content Strategy:**

- Designed content and interaction strategies for testing, vaccinations, and in-store process changes
- Balanced instructional clarity, emotional reassurance, legal precision, and real-time updates
- Transformed ambiguous, evolving requirements into clear, actionable user pathways

### **Cross-Functional Coordination:**

- Worked across business leadership, brand, engineering, design, third-party vendors, and legal/compliance

- Resolved technical constraints and aligned requirements under extraordinary time pressure
- Delivered usable solutions at speed while maintaining safety and accuracy

#### **Accessibility & Scale:**

- Established accessibility strategies for digital and in-store health experiences
- Ensured critical information was usable across abilities, devices, and contexts
- Created scalable content patterns supporting rapid iteration as CDC guidance shifted

**Key Achievement:** Delivered pandemic-critical experiences used by millions during unprecedented public health emergency without misinformation incidents.

---

## **Conversational UX & Multimodal Content Systems Lead, Best Buy Innovation Center**

**2017 - 2021 | Seattle, WA**

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

#### **Platform & Systems Architecture:**

- Defined Best Buy's first enterprise content systems spanning apps, chat, voice (Alexa, Google Assistant), AR/VR interactions, and digital health products
- Created connective tissue for consistent customer experiences across modalities
- Led transition from deterministic chat to generative-aligned conversational systems

#### **Conversational Design Foundation:**

- Developed persona, voice, and intent models
- Authored scalable flows and UI patterns
- Built strategic and structural foundation for voice and multimodal experience design

#### **Standards & Governance:**

- Set enterprise-wide content standards adopted across UX, product, and engineering teams
- Created voice/tone guidelines, content principles, and UI strategy tools
- Designed systems incorporating regional speech patterns, linguistic variation, and colloquial usage for consistent behavior

### **Organizational Impact:**

- Mentored designers and established repeatable practice
- Built patterns, processes, and cross-functional relationships embedding content and conversational design into product development lifecycle
- Advocated for content as design discipline, shaping team culture and leadership understanding

### **Key Achievements:**

- Established content and conversational design practice from zero
  - Created standards and frameworks still used across Best Buy's digital ecosystem
  - Positioned organization for voice, multimodal, and AI-enabled experiences
- 

## **Senior Brand Storyteller & Content Strategist, Target**

**2012 - 2016 | Minneapolis, MN**

Led digital storytelling, content systems, and early product experience design for Target's most iconic brand collaborations and category experiences. Evolved Target's digital voice and connected narrative, usability, and product clarity across channels.

### **Content Systems & Standards:**

- Created content systems still used across Target's digital surfaces
- Linked brand voice, product storytelling, and user experience
- Balanced clarity, accessibility, and narrative impact

### **Brand Collaborations:**

- Served as lead digital copywriter for high-profile designer collaborations
- Introduced new product storytelling and information architecture approaches
- Shaped multichannel campaign strategies blending brand personality with functional clarity

### **Strategic Partnerships:**

- Partnered with Target's Media Network as consulting content strategist
- Designed persona-based and multichannel narratives for major national brand collaborations
- Introduced experience design rigor into Target's content practice

**Key Achievement:** Designer collaborations surpassed sales goals by **40%+** following new product storytelling and information architecture approach.

## Product Manager, Email Marketing, Target

2011 - 2012 | Minneapolis, MN

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 through experience design, cross-functional alignment, and process redesign.

### Operational Transformation:

- Delivered complete restructuring of email content and production workflow
- Reduced operational redundancies and streamlined collaboration between creative, merchandising, analytics, and engineering
- Improved coordination between Minneapolis and Bangalore teams

### Content Strategy & Testing:

- Led content strategy and testing for high-impact promotional campaigns
- Improved clarity, relevance, and personalization across diverse customer segments
- Introduced early forms of scalable content patterns

### Key Achievements:

- **Reduced program costs by \$2M+ annually** through process optimization and better tooling
  - **Increased conversion rates by 300%+** through improved content structure, experience design, and customer-path clarity
  - Laid groundwork for reusable messaging components before formal design systems existed at Target
-

# EDUCATION & PROFESSIONAL DEVELOPMENT

## **Undergraduate:**

Political Science, Anthropology & History, University of Minnesota

## **Continuing Education:**

- Ethics of AI, London School of Economics & Political Science (Winter 2025)
- Designing and Building AI Products and Services, MIT (Spring 2026)
- Innovation, Sustainability & Design, Minneapolis College of Art & Design
- SAFe Agilist Certification

## **Professional Associations:**

Women in AI · CenterCentre - UIE Leaders of Awesomeness

---

# COMMUNITY ENGAGEMENT

Feline Rescue Inc. · Humane Society · The Take One/Leave One Project · Pro-bono nonprofit grant strategy