

AMY ROARK

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I design AI products where language is part of the system. I design the semantic architecture, behavioral systems, and brand expression that shape how AI communicates, makes decisions, and earns customer trust.

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.

As language becomes a product capability, the work extends beyond content into the semantic structures and operating systems that shape AI behavior. That means understanding the technology, designing the operating principles around it, and partnering with product, engineering, design, and data science teams to bring those experiences to life.

That shift also changes how organizations express their brand. In conversational and AI-powered products, brand expression increasingly happens through system behavior. I design the personalities, interaction patterns, and behavioral guardrails that help AI communicate with clarity, consistency, and trust.

My experience spans conversational AI, voice interfaces, virtual assistants, multimodal and agentic interaction models, enterprise AI platforms, and intelligent digital products.

CORE EXPERTISE

- **Conversational & AI Product Design:** Designing AI products where language is part of the system—integrating semantic architecture, interaction design, and brand expression to create clear, accessible, and trustworthy experiences.
- **Semantic & Interaction Architecture:** Designing multi-turn conversational systems, interaction models, and agent experiences that balance customer needs, business goals, and operational constraints.
- **AI Governance & Behavioral Design:** Building prompt and context architectures, evaluation frameworks, and behavioral guardrails that keep AI systems trustworthy, consistent, and aligned with brand standards.
- **Performance Measurement & Optimization:** Defining evaluation standards, quality metrics, and feedback loops to measure system performance, monitor behavior, and mitigate model drift over time.
- **Enterprise AI Enablement:** Establishing the operating principles, workflows, governance, 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 product design, semantic architecture, 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.
- **Semantic & Narrative Systems:** Design the semantic architecture, content structures, persona systems, and interaction models that connect brand strategy, customer needs, and business goals.
- **Behavioral & Brand 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, behavioral 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, product, and design teams adopt AI effectively.
- **Focus Areas:** Semantic Architecture · Conversational AI · Interaction Models · Language Systems · AI Product Design · AI Governance & Evaluation · Brand Voice Architecture · Enterprise LLM Implementation

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

- **Assessed:** Evaluated an enterprise AI content pilot producing unreliable output where teams lacked the shared mental models to diagnose why quality was degrading or how to intervene systematically.
- **Designed:** Built the semantic architecture, governance model, and evaluation framework 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 prompt architecture, behavioral guardrails, 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 AI operating model, realistic constraints analysis, and an implementation framework for scaling AI responsibly across the organization.
- **Risk Controls:** Developed governance controls for financial services content, including red-flag triggers, proprietary data protections, behavioral guardrails, and escalation pathways.

- **Executive Assessment & Enterprise Enablement:** Produced a 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 enterprise AI governance, implementation, and adoption.
- **Tools & Methods:** Custom GPT · Context Engineering · Semantic Architecture · AI Governance · Evaluation Frameworks · Behavioral Guardrails · Quality Rubrics · Enterprise AI Enablement

CONVERSATIONAL AI DESIGNER | *USAA* | Nov 2023 – Jan 2025

- **Recognized:** An enterprise virtual assistant whose deterministic architecture and content model were not prepared for the transition to generative AI or the linguistic diversity of a geographically dispersed military population.
- **Designed:** Rebuilt the semantic and 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, translating findings into conversational design standards, governance practices, and long-term operating models.
- **Result:** Positioned the enterprise for large-scale generative AI adoption during a critical platform migration without service disruption while establishing a more scalable semantic foundation and equipping internal teams for sustained independent operation.
- **Cross-Functional Collaboration:** Developed conversational experiences calibrated for trust across complex financial service journeys, partnering with NLU, product, and engineering teams to align customer experience, platform capabilities, and backend workflows.
- **Platform:** Amazon Lex · LivePerson

LEAD CONVERSATION DESIGN | *Allstate* | Jan 2022 – Oct 2022

- **Uncovered:** A National Sales Bot whose conversational architecture lacked the analytical framework needed to understand conversational failures, express the brand consistently, or provide adequate linguistic coverage for regional variation across a critical customer entry point.
- **Designed:** Partnered with data science to develop an utterance analysis framework that surfaced recurring failure patterns across thousands of customer interactions. Used those insights to redesign the semantic and conversational architecture, improve linguistic coverage for regional language variation and underserved customer populations, strengthen recovery strategies, and establish reusable 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 establishing a repeatable framework for continuous optimization.
- **Design Operations & Quality:** Led content audits and design reviews, established reusable content libraries and standards, conducted speech recognition and voice biometrics testing, and developed scalable design practices that strengthened long-term team capability.
- **Platform:** Amazon Lex · 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 Design:** Defined how the persona behaved across app states and service scenarios, translating heritage luxury values into distinctive interaction patterns and dialogue behaviors.
- **Product Integration:** Designed a narrative strategy that informed core product architecture rather than surface copy, shaping experiences where interaction design became part of the luxury experience itself.
- **Platforms:** Mobile (iOS/Android) · Digital Experiences

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

- **Crisis Response:** Led content strategy for pandemic-critical digital and in-store experiences supporting COVID testing, vaccination, and evolving operational changes. Partnered across product, operations, legal, and communications to deliver accurate, accessible customer experiences under rapidly changing public health guidance.
- **Experience Design:** Designed content and interaction strategies that balanced instructional clarity, emotional reassurance, legal precision, accessibility, and real-time accuracy across customer touchpoints.
- **Result:** Delivered pandemic-critical experiences to millions without a single misinformation incident while establishing accessibility and quality standards for high-stakes health communications.
- **Platforms:** Mobile (iOS/Android) · Web · In-Store Digital

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

- **Content Design Leadership:** Joined the Best Buy Innovation Center as its first Content & Conversational Designer, establishing content design and conversational design practices across mobile, web, voice, emerging technologies, and enterprise design systems. Partnered with product, engineering, and design leadership to define scalable content standards, interaction principles, reusable conversation patterns, and governance that supported consistent customer experiences across platforms.
- **Enterprise Conversational Design Practice:** Founded and scaled Best Buy's enterprise conversational design practice, establishing methodologies, governance models, enterprise intent architecture, brand persona frameworks, utterance analysis practices, and operating models 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 that supported enterprise-wide adoption.
- **Multimodal & Emerging Interaction Models:** Led narrative strategy across mobile, augmented reality, voice, and multimodal experiences for consumer electronics and digital health businesses, helping define how language, interaction, and interface design work together across emerging interaction models. Designed voice experiences for senior populations that balanced technical functionality with accessibility, trust, 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 · 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 created delays, rework, and stakeholder conflict because the process assumed a level of business stability that no longer existed. Redesigning workflow ownership, decision-making, 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 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.
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PLATFORMS & TECHNOLOGIES

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

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