Crystal Pappas

Senior Content Strategist | Story-Led & UX-Minded | Content Modeling, Product Thinking, Scalable Systems

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Professional Summary

Senior Content Strategist with expertise in structured storytelling, content modeling, and UX-driven systems thinking. Skilled at collaborating across product, design, and engineering to build scalable, user-focused content solutions. Adept at simplifying complexity into clear, reusable frameworks. Actively expanding UX and product design skills to drive content as a strategic partner in digital experiences.

Skills & Tools

Content Strategy · Multimodal Content Design · Visual Content Creation · Digital Content Ecosystems · Narrative Design · Prompt Engineering · Interaction Design · UX Collaboration · Information Architecture · Generative Content · Content Modeling · Cross-Functional Teamwork · Figma · Miro · Twine · Trello · CMS Platforms · WordPress · Google Docs · Slack · Zoom

Experience

Innovation Studios | Content Strategist & UX Consultant (2021 – Present)

- Lead content strategy and modeling for the shift to AI-driven, modular digital product workflows, with a focus on proprietary, prompt engineering and high-value intellectual property (NDA-level project leadership).
- Architect content and asset workflows for next-generation product photography solutions—blending AI, traditional photography, CGI, and AR/VR—to enable immersive, scalable, interactive campaigns.
- Partner with creative technology teams to deliver rapid, AI-enabled website experiences, building conversational agents, AR/3D integration, and dynamic product journeys that boost discovery, recommendations, and upsell opportunities.
- Develop branded content blueprints and positioning for "Creative Technology Partner" service: draft strategic messaging, outline client value propositions (speed, cost, flexibility, scalability), and design value-focused service packages.
- Launch and document new content automation frameworks for omnichannel campaign delivery, including asset generation, campaign scaling, and channel optimization.
- Create and refine case studies and workflow demonstrations for external partners (under NDA), showcasing business value, innovation cycles, and measurable results in product content automation.
- Analyze market trends, prototype interactive product experiences, and deliver stakeholder education on digital asset transformation.
- Maintain editorial consistency, clarity, and scalability across AI-driven and interactive platforms, ensuring best-in-class UX narrative and information architecture.
- Develop visual documentation for new interactive workflows, participate in UX design workshops, and contribute to Figma-based prototyping for future-ready, user-centric content solutions.

Verifone | UX-Focused Content Strategist · Acting Product Owner (2014 – 2020)

- Led UX content strategy for customer portals, POS systems, and help platforms serving global retail clients.
- Developed hierarchical content models and microcopy for high-traffic digital environments.
- Structured and maintained content systems using tagging taxonomies and metadata to support findability, automation, and user task flow.
- Created visual content and digital strategy assets aligned with audience behavior and business goals.
- Documented and optimized structured content systems for internal and customer-facing knowledge bases.
- Conducted usability reviews and interviews to inform content workflows and improve internal operations.
- Revamped training systems, reducing onboarding time and support tickets across enterprise teams.
- Worked in Agile teams to deliver structured, scalable, user-aligned content experiences.
- Built and maintained modular content systems, including templates and playbooks for enablement and customer success, enabling consistent messaging and reduced onboarding time across distributed teams.

Independent Consultant | Content Consultant · UX-Focused Strategist (2012 – 2014)

- Led stakeholder interviews, content audits, and UX assessments to pinpoint usability gaps.
- Built scalable messaging systems and UX content frameworks for web and product platforms.
- Restructured user journeys, site architectures, and content workflows to align with user needs.
- Trained client teams on Agile content production, CMS best practices, and scalable content standards.

Tech Oracles | Content Architect & Client Strategist (Brand Manager) (2009 – 2012)

- Designed onboarding flows and training content to improve client adoption and retention.
- Translated technical concepts into clear, benefit-focused content for stakeholders and customers.
- Aligned content strategy with business goals through cross-functional collaboration.
- Created user-focused documentation and SOPs to improve operational clarity and support scale.
- Built internal documentation systems to support consistent team workflows and knowledge sharing.

Education

Seton Hill University, MFA Popular Fiction

Creative Writing | Popular Fiction & Analysis

Richard Stockton College of NJ, BA Literature

Literature & English | Writing

Certifications & Personal Development

- Google UX Design Professional Certificate (In Progress, 4 of 8 courses completed)
- Introduction to User Experience Design (Georgia Tech, Coursera)
- Certified Scrum Product Owner (CSPO), Scrum Alliance
- Professional Scrum Master (PSM), Scrum.org
- Certified Scrum Master (CSM), Scrum Alliance
- ICAgile Certified Professional (ICP)
- SAFe Scrum Master (SSM), Scaled Agile
- SAFe Agilist (SA), Scaled Agile