

Profile

Content Design & AI Experience Strategy Lead

Highly accomplished content strategy and UX professional with extensive experience designing enterprise-scale content ecosystems, AI-driven workflows, and narrative architectures. Expert at translating complex concepts into structured, user-centric frameworks that optimize operational efficiency, enhance discoverability, and drive measurable engagement. Skilled in modular content modeling, generative AI integration, and cross-functional collaboration to deliver scalable, high-quality digital experiences. Adept at balancing creative storytelling with data-informed decision-making, establishing governance protocols, and orchestrating multi-brand content initiatives from concept to execution.

Core Competencies

- Enterprise Content Modeling
- Modular Content Frameworks
- Omnichannel Content Governance
- Content Automation & Validation
- AI-Enhanced Content Workflows
- Conversational Design Strategy
- Data-Informed Content Decisions
- Prototype & Rapid Iteration
- Information Architecture Strategy
- Interactive Content Experiences
- Product Lifecycle Management
- Task-Oriented Content Design Structuring

Work Experience

Content Strategist (Senior/Lead) & UX Consultant at INNOVATION STUDIOS, Tampa Bay, FL Jun 2021 to Present

Designs scalable content systems and high-fidelity asset architectures using AI/emerging technologies for enterprise product experiences.

Engineer AI-driven content strategies and UX workflows, creating proprietary frameworks that increased user task completion rates, standardized brand delivery, and cut content maintenance overhead. Architect integrated content and asset pipelines for next-generation product photography, combining AI, CGI, traditional photography, and AR/VR to deliver scalable, immersive campaigns.

Ensure editorial consistency and optimized UX narrative across AI-driven and interactive platforms, delivering scalable, high-quality user experiences. Produce case studies, workflow demonstrations, and visual documentation highlighting measurable ROI from content automation, while guiding team members in Figma-based UX design workflows.

- Accelerated generative content delivery by 55% and ensured strategic consistency by creating a modular prompt architecture with attribute-based constraints and a validation layer for AI-generated text and images.
- Designed reusable content frameworks and automation systems, reducing content production cycles by 75% and enabling 5× more prototype variations per project across multiple client engagements.
- Increased enterprise platform task completion by 28% and reduced support dependency by translating complex authentication flows into a task-oriented, user-friendly journey with progressive disclosure and clear microcopy.
- Collaborated with creative technology teams to launch rapid AI-enabled web experiences, including conversational agents, AR/3D integrations, and dynamic product journeys, driving improved product discovery, recommendations, and upsells.
- Developed branded content blueprints and service positioning for the “Creative Technology Partner” offering, articulating client value in speed, cost-efficiency, flexibility, and scalability.
- Implemented omnichannel content automation frameworks, prototyped interactive experiences, and conducted market trend analyses to accelerate digital asset transformation and internal stakeholder adoption.

Founder & Principal Narrative Strategist at INDEPENDENT Narrative Studio & Publisher, Tampa Bay, FL Mar 2021 to Present

A narrative lab designing scalable storytelling systems and cross-platform production workflows for high-growth digital/physical portfolios.

- Launched 7 commercially successful titles from concept to marketplace, establishing a high-volume narrative portfolio and capturing new audience segments.
- Instituted proprietary style and voice governance across multiple narrative universes to ensure brand consistency and strengthen reader engagement.
- Harnessed generative AI to accelerate metadata creation, keyword strategy, and continuity validation, reducing production cycles by 30% while retaining full creative authorship.
- Architected digital content systems and discoverability frameworks on Amazon, enhancing audience reach and outperforming category benchmarks in competitive niches.
- Pioneered lean “startup lab” processes for content production, applying systems thinking to test, iterate, and scale innovative storytelling workflows.

UX-Focused Content Strategist · Acting Product Owner at VERIFONE, Clearwater, FL Mar 2014 to May 2020

Global FinTech leader delivering end-to-end payment platforms and digital point-of-sale solutions across 35M+ devices worldwide.

Produced and structured written content for customer-facing and internal portals, while controlling layout, presentation, and usability within corporate branding guidelines. Optimized knowledge bases and training materials to streamline access and ensure consistency. Conducted usability testing, interviews, and workflow analyses to inform process improvements and enhance content delivery.

- Boosted global help portal search accuracy and onboarding for 500K+ clients by designing a unified information architecture, modular content templates, and SOPs that ensured consistent, scalable documentation.
- Reduced field service errors, shortened onsite service calls, and cut helpdesk volume by consolidating technical content into a task-based, user-friendly framework and clarifying top friction points.
- Improved helpdesk efficiency and user self-sufficiency, cutting time-to-task and lowering support requests for common issues through targeted portal redesigns.

Content Consultant · UX-Focused Strategist at INDEPENDENT CONSULTANT, Tampa Bay, FL Dec 2012 to Mar 2014

Delivered content architecture, UX strategy, and operational governance for growth-stage tech firms, optimizing information hierarchies and scaling production systems.

- Conducted stakeholder interviews, content audits, and UX assessments, identifying critical usability gaps and actionable improvement opportunities.
- Designed scalable messaging systems and UX content frameworks, standardizing communication across web and product platforms.
- Trained client teams on Agile content production, CMS best practices, and enterprise-level scalable content standards, accelerating adoption and operational efficiency.
- Enhanced user engagement and streamlined content workflows by auditing UX and site content, aligning stakeholder objectives with user needs, and training internal teams on Agile and CMS best practices.
- Restructured user journeys, site architectures, and content workflows, aligning digital experiences with user behavior.

Content Architect & Client Strategist (Brand Manager) at TECH ORACLES, Tampa Bay, FL Jun 2009 to Dec 2012

Provided IT solutions and managed services to improve operations and system reliability for SMBs.

- Designed onboarding flows and training content that improved client adoption and retention, accelerating time-to-value for new users.
- Translated complex technical concepts into clear, benefit-driven content for stakeholders and customers, enhancing comprehension and engagement.
- Aligned content strategy with business objectives through cross-functional collaboration, ensuring messaging supported growth and client success.
- Increased client adoption and retention by creating a “Success Roadmap,” translating technical content into clear SOPs and guides, and optimizing onboarding to highlight users’ “Aha!” moments.
- Developed user-focused documentation and SOPs, increasing operational clarity and enabling scalable team workflows.
- Built internal documentation systems that standardized knowledge sharing, optimized team efficiency, and reinforced consistent client-facing experiences.

Education & Certifications

Master of Fine Arts (MFA), Popular Fiction, Creative Writing | Popular Fiction & Analysis, Greensburg, PA
Seton Hill University

Bachelor of Arts (BA), Literature, Literature & English | Writing, Galloway Township, NJ
Richard Stockton College

Courses & Certifications

Google AI Professional Certificate (in progress)

Google UX Design Professional Certificate (In Progress, 4/8 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

Recommendations

"Crystal is a facilitator and leader who continually strives for improvement in herself and her team. She possesses high levels of integrity, professional standards, and a 'can-do attitude'. Crystal always demonstrated the ability to build consensus among disparate teams and negotiate priorities with business stakeholders for productive, successful outcomes." - Anthony C. – Sr. Product Manager, Tech Data