

## CASE STUDY

Enterprise-Wide Communications Transformation at

JPMorganChase | Agility Center of Enablement (ACE)

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### EXECUTIVE SUMMARY

The Agility Center for Enablement (ACE) was established to drive real transformation across JPMorgan Chase by embedding agility, accountability, and customer centricity into how product and platform teams operate. However, ACE's communications environment was fragmented, its value narrative unclear, and its systems unsustainable.

This case study details how the project team strategically integrated **human expertise, artificial intelligence (AI/ML/LLM), and human-centered UX/UI design throughout every phase of the engagement**. The result was a dynamic, scalable, role-based communications ecosystem that aligned directly with business goals.

Rather than treating AI or UX/UI as add-ons, both were systematically woven into the strategy — from early content discovery and stakeholder alignment to messaging frameworks, microcopy, intake workflows, and real-time governance. This integration allowed a lean team to build an enterprise-class platform that is now positioned as a model for strategic communications across the firm.

***"THE BEST CONSULTANT EXPERIENCE I  
HAVE EVER HAD — BY FAR."***

JPMC/ACE Managing Director

March 31, 2025

### BACKGROUND & BUSINESS CHALLENGE

ACE emerged from a broader product operating model transformation with a mandate to scale agility across product and platform teams. Despite this strategic importance, its digital presence and communications ecosystem were fragmented. More than 175 major touchpoints — spanning Confluence, SharePoint, Teams, and rogue newsletters — lacked alignment. ACE had no clear brand identity, inconsistent messaging, and no content governance or maintenance plan in place.

#### Leadership needed a transformation that would:

- *Establish ACE's thought leadership and authority as a center of excellence.*
- *Deliver consistent, high-quality communications at scale.*
- *Support self-service and real-time collaboration while maintaining strategic oversight.*
- *Provide clear, scalable content governance and editorial workflows.*
- *Create a measurable link between communications activities and business goals.*

The challenge was to build a **high-performing, low-friction communications ecosystem** capable of driving adoption, supporting self-service, and communicating strategic impact across levels. With extremely limited communications staff resources, sustainable operations were not possible without significant rethinking.

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## STRATEGIC APPROACH

Partnering directly with the ACE Managing Director and other senior ACE leaders, the team's strategy centered on the deliberate convergence of **three pillars**:

### 1. Human Expertise

- Partnered with ACE leadership to **translate abstract strategic goals** into a clear communications roadmap, grounded in defined user personas and measurable business outcomes.
- Employed **pre-AI print journalist acumen** to craft messaging frameworks and editorial standards grounded in organizational voice, tone, and culture.
- Conducted **content audits and stakeholder interviews** to surface business needs and user needs/challenges.
- **Mapped and optimized UX / UI journeys** and designed navigation flows for ease and clarity.
- **Facilitated alignment workshops with leadership** to hone ACE's voice, goals, and success metrics.
- **Interpreted stakeholder nuance and organizational context** to ensure accurate and consistent messaging.
- **Navigated shifting priorities and evolving business conditions** to deliver timely, high-impact communications that aligned with strategic goals and resonated across all levels.

### 2. AI/ML/LLM Integration

- Used generative AI (GPT-4, Claude, Gemini, LLaMa) to **accelerate content audits, drafting, and workflows**.
- Leveraged NLP clustering, tone modeling, and behavior simulation to **support scalable content creation**.
- Implemented AI-assisted tools for **continuous improvement, analytics, and intake management**.
- Used prompt engineering and fine-tuning techniques to **generate content variations** aligned with stakeholder tones and communication styles.

### 3. UX/UI Design

- Rebuilt Confluence and SharePoint experiences based on **role-specific user journeys**.
- Developed the **ACE CMS Toolkit**, a modular command center for managing content across all ACE digital platforms.
- Created accessible, intuitive navigation and **microcopy to support action and understanding**.
- Conducted **heuristic analysis and best-practice benchmarking** to guide design decisions and streamline the user experience across CMSs.
- Created a **scalable design system** with reusable UI elements and navigation patterns that ensured consistency while supporting decentralized content contribution and collaboration.

This tripartite strategy enabled both **speed and precision** — delivering high-quality outputs faster and with deeper strategic alignment than either AI or human input could have achieved alone.

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## AI/ML/LLM INTEGRATION ACROSS THE LIFECYCLE

AI-powered tools and LLMs were used across every phase of the project, accelerating delivery while enhancing quality.

### Discovery

- Used LLMs (e.g. GPT-4, Gemini, Claude, LLaMa) to analyze 1,800+ content items and identify taxonomy themes.
- Isolated usability pain points with UX heuristics and sentiment analysis.

### Strategy & Design

- Employed AI to create and optimize messaging frameworks, style guides, and glossaries — along with a suite of role-based training, enablement, and onboarding tools to drive consistency at scale.
- Generated messaging frameworks and 450+ glossary entries using LLMs.

### Implementation & Delivery

- Authored 20+ website pages with LLM-accelerated content development and integration.

- Developed a structured CMS Toolkit with clear governance, content lifecycle tools, and contributor guidance to streamline content management across multiple platforms.
- Created AI-assisted templates for newsletters, talking points, email comms, announcements, quick-start guides, FAQs, ACE “Elevator Speech”, etc.
- Used LLM workflows to streamline and integrate content publishing workflows for the ACE website, newsletter, and user-submitted content (e.g. lessons learned, case studies, templates).

### Continuous Improvement

- Embedded AI into governance system to flag outdated content and recommend updates.
- Designed future-facing intake triage powered by LLM-based content classification.
- Integrated real-time analytics dashboards to support iterative optimization.

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## UX/UI INNOVATION: THE CMS TOOLKIT

The ACE CMS Toolkit serves as the operational core of ACE’s communications ecosystem. Designed to support both internal content management and user-generated contributions, the Toolkit combines structure, flexibility, and intuitive UX to enable scalable operations with minimal overhead.

Its modular framework allows the ACE communications team to manage enterprise-wide content consistently, while empowering users with self-service access to tools, templates, and resources that ensure clarity, autonomy, and message consistency.

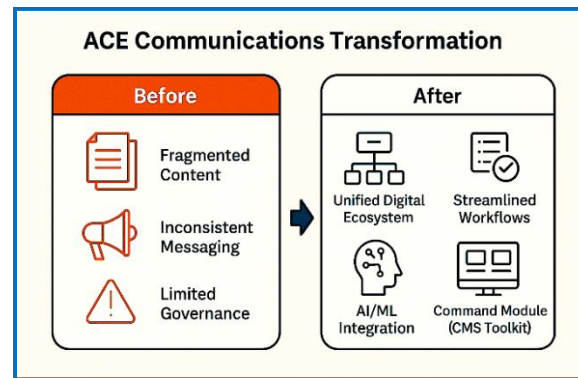
## Key features include:

- **Centralized control center** for content workflows, governance, communications templates, and reusable assets.
- **Intuitive navigation** that guides the ACE comms team through well-structured, bite-sized content blocks with contextual links to deeper instruction and guidance.
- **Self-service toolkit** with email templates, graphic resources, style guides, and announcement frameworks to support consistent user-generated content.
- **Modular, scalable design** that allows for seamless expansion and refinement over time.
- **Collaborative architecture** enabling real-time updates, content contribution, and controlled access with minimal friction.

By integrating content strategy, UX design, and AI-enabled automation into a single unified platform, the Toolkit enables ACE to deliver high-quality communications at scale without overwhelming users or staff.

## OUTCOMES & IMPACT

- ✓ Unified 500+ fragmented resources into a single, structured ecosystem and created new content to address gaps.
- ✓ Reduced newsletter production time by 60% using AI-assisted workflows.



- ✓ Increased site traffic sixfold within one month of launch.
- ✓ Created a scalable governance model for communications.
- ✓ Built credibility and visibility for ACE among executive leadership and practitioners.

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## LESSONS LEARNED / BEST PRACTICES

- **AI/ML/LLM + human expertise is not a luxury — it's a requirement.** AI delivers speed and scale; human insight ensures relevance and trust.
- **UX/UI design is not a layer — it's a foundation.** Seamless navigation and intuitive design are essential for user adoption and efficient communications program management.
- **Governance matters early.** Without structure, even AI-powered systems will decay.
- **Clarity drives consistency and is a performance advantage.** Structured messaging and reusable templates minimize risk, accelerate delivery, and enhance outcomes across stakeholder groups.
- **Simplicity, consistency, and storytelling** are key to driving adoption.

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## WHAT'S NEXT

The communications model and CMS Toolkit are now being positioned as templates for broader enterprise adoption. Future plans include:

- Embedding AI in intake forms to automate triage and content routing.
- Launching generative onboarding modules tailored to each user role/persona.
- Institutionalizing success story capture and spotlight campaigns.
- Extending ACE's governance and content frameworks to support other transformation initiatives at JPMC.

***This project demonstrated how a strategic, design-led approach — amplified by advanced tools and disciplined execution — can transform a fragmented digital landscape into a unified, high-performing communications ecosystem that accelerates real business transformation.***