
Stephanie Elie

Staff Content Designer | AI Product Content & Systems

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SUMMARY

Staff-level content leader specializing in **AI-powered product experiences, content systems, and scalable UX governance**. Proven record of owning conversational AI standards, CMS-backed content models, and cross-functional enablement that reduce engineering dependency, accelerate iteration, and build user trust.

EXPERIENCE

Briq, Remote - *AI Content Strategy Consultant*

JUNE 2026

- Rebuilt the site's article template to serve three audiences in one structure: skimmers, deep readers, and AI systems parsing the content for answers
- Authored a reusable Content Guidelines file for AI-assisted article generation, distributed as a shared resource the broader team can build from.
- Leading a sitewide naming-convention audit to unify terminology across product touchpoints, aligning stakeholders on consistent language for AI-related features
- Evaluating the site's AI assistant against newly structured content to confirm it surfaces accurate answers to common customer questions.

Procore, Remote - *Staff Content Designer - AI, Content Systems & Platforms*

JULY 2021 - JAN 2026

- Led content for Procore's AI portfolio (Assist, Agent Studio, Insights, Platform Agents), shaping end-to-end conversational UX across web and mobile.
- Led the Copilot to Assist rebrand, coordinating UI copy updates across the product and aligning Product, Design, Marketing, and Legal on a unified AI voice.
- Authored AI Writing Guidelines with legal, establishing compliant standards for voice, tone, prompts, and error handling across the product.
- Built a Contentful-backed system for AI prompts and sample questions, enabling instant updates to support Engineering and improve iteration speed.
- Owned Contentful governance, permissions, and content models across Product kickoff, Explorer (Beta rollout), and Assist.
- Partnered with engineering on prompt engineering and error-state design, improving clarity, reliability, and user confidence.
- Created a Gemini-powered internal writing assistant, enabling designers to generate UI copy aligned to standards and accelerating workflows.
- Developed a proactive onboarding content strategy to keep customers informed of new AI capabilities as they rolled out across the platform.

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- Partnered with Engineering to develop a string editor that enabled the content team to update product copy safely and quickly without engineering.
 - Created a story framework to align Product and Design on key narratives for Groundbreak and vision presentations, ensuring consistent messaging across AI initiatives.

Nava PBC, Remote - *Senior Content Strategist (Design)*

AUG 2020 - JULY 2021

- Led content strategy for cloud.cms.gov, migrating a 200+ page enterprise site and defining content architecture, reusable templates, and scalable models for a federal audience.
- Established editorial workflows, governance documentation, and SME training that enabled independent publishing without ongoing design team support.
- Used analytics and usability testing to improve content clarity, findability, and accessibility across the site.

Intuit, Remote - *Content Designer & Strategist (Contractor)*

Jan 2019 - May 2020

- Defined content structure, component documentation, and scalable templates for the QuickBooks Design System.

Disney Parks & Resorts, Burbank, CA - *Content Strategist (Contractor)*

Sep 2017 - Jan 2019

- Established content strategy and site structures for four large-scale redesigns: RunDisney, Disney Institute, Disney Meetings, and Disney Cruise Line.

GMMB, Washington, DC - *Senior UX Designer & Content Strategist*

Oct 2012 - Jul 2017

- Managed the development and strategy of all websites (30+ projects) for a global non-profit, education, political, and association client base.

TOOLS & PLATFORMS

Contentful, Figma, Confluence, Markdown, HTML/CSS, GitHub, Localization & research tools, AI writing & prompting, AI tools: ChatGPT, Gemini, Notebook LM

EDUCATION & PROFESSIONAL DEVELOPMENT

BA in Journalism (Public Relations) - *California State University, Long Beach*

Training: UX Content Collective: Create an AI Content Strategy Playbook, AI in Content Design: Evaluation & Structure, Conversation Design for Chatbots, AI in Content Design: Ethics, Scale, and Impact, Advanced UX Content for Product