

Julie Tersigni

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Summary

Senior content designer with eight years of experience turning ambiguous product ideas into clear, scalable experiences. Leads conversational design, product strategy, and content systems across AI, advertising, streaming, payments, and enterprise software—from early definition through launch

Professional Experience

Amazon Ads

Senior UX Writer

Jun 2022 – Present

- Own conversation design across the **Ads Agent** suite, from personality, voice, and tone to prompt and response guidance, reusable interaction patterns, and LLM evaluation criteria. At beta launch, Amazon reported that **65% of advertisers** using targeting recommendations improved delivery, with average **CPM 18% lower** and **CPA 16% lower**; SQL-query development time also fell from **hours to minutes**
- Design lead for Sponsored Brands experiences in **Rufus**, shaping conversational ad formats and **AI-generated comparison flows** from concept through customer testing; Rufus reached **300M+ customers** in 2025
- Lead product and content design for **Creator Connections**, a multi-sided creator and brand marketplace, defining participation requirements, commercial terms, and revenue-sharing disclosures across U.S. and European experiences
- Lead product and content strategy for Brand Store quality ratings, translating behavioral signals into peer comparisons and prioritized recommendations; **4,600 stores** improved from low or medium to high quality within one month of launch, **exceeding goal by 53%**
- Define content strategy for **Prime Video** interactive ads and ad feedback, creating reusable interaction patterns across television and personal devices while preserving playback continuity; partner across product, design, engineering, research, science, legal, privacy, and accessibility from concept through launch

Mastercard

Content Design Manager

Oct 2021 – Jun 2022

- Led content strategy across multiple product initiatives, partnering with product and design leaders to establish priorities, facilitate cross-functional workshops, and align teams on customer-centered solutions
- **Promoted** from contract UX Writer to full-time Content Design Manager, succeeding my manager in the role
- Managed and developed a content designer; led critique, work allocation, hiring, and executive presentations across the design organization

Mastercard	UX Writer	Jan 2020 – Oct 2021
- Led content design for Click to Pay across consumer and business channels, translating complex payment, technical, and regulatory requirements into clear global experiences - Built a self-service unmoderated research practice when dedicated research coverage was limited; redesigned 50+ error messages, reducing support calls by 47% and cart abandonment by 7% - Created voice, tone, terminology, and reusable content patterns for the design system		
Infor	UX Writer	Mar 2018 – Oct 2019
Developed content strategy and in-product experiences for enterprise mobile software, simplifying complex workflows for global organizations across research, launch, and support		
Independent Content Strategist & Writer		2015 – 2018
RW3 CultureWizard	Marketing & Content	2013 – 2015
Seriously	Copywriter & Social Media Strategist	2012 – 2013

Skills

Content & AI:	Conversational design · AI UX · AI personality, voice and tone · Prompt and response design · LLM evaluation · AI transparency · Content strategy · Content systems Information architecture · Taxonomy
Product & Research:	Product strategy · Interaction design · A/B testing · User research · Localization Journey evaluation · Accessibility · Design systems · Roadmap planning
Leadership & Tools:	Cross-functional leadership · Executive communication · Workshop facilitation Design critique · Mentorship · People management · Hiring · Figma · FigJam · Jira Notion · Confluence · Agile

Education

SUNY Purchase	B.A., Sociology	Cum Laude	2011
BrainStation	UX Design Certificate		2019