

ELISSE MILLER

Senior Content Designer

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SKILLS

AI & content: Claude, NotebookLM, Gemini, Writer AI; prompt engineering; RAG/GraphRAG optimization; AI-readiness frameworks; golden dataset strategy

Tools & platforms: WordPress, Figma, Jira, Smartsheet, Slack, Google Workspace

Technical: HTML, Markdown; quantitative and qualitative data fluency and dashboard analysis

Content strategy: Audits, taxonomy, information architecture, editorial planning, change management, sprint frameworks

Leadership: Hiring, onboarding, coaching, performance management, cross-functional facilitation

EXPERIENCE

Senior Content Designer | Intuit

April 2020 – Present

- Led the AI-readiness transformation of TurboTax's customer help library **across 4,500+ pieces**; co-authored AI-Readiness Playbook adopted across Intuit content teams.
- Owned end-to-end operations for the annual content refresh, meeting all deadlines with a **44% headcount reduction** by implementing a sprint-based framework, automated Smartsheet workflows, and daily standups.
- Chaired the Intuit Style Council, governing contentdesign.intuit.com—Intuit's content design system used by thousands of employees. Redesigned council processes, prioritization, and submission workflows.
- Designed reusable content capabilities that improved consistency across the library and decreased **the share of content requiring manual edits from 51% to 26% year-over-year**.
- Partnered with engineering on GraphRAG content chunk analysis and golden dataset strategy, shaping the AI evaluation roadmap.
- Designed and led a Claude-powered content consolidation project, **reducing library bloat by 13%**.
- Drove content optimization and Voice of the Customer initiatives with the customer experience team, contributing to an **\$8.9M contact reduction goal**.
- Developed and operationalized TurboTax help content design standards, terminology, and voice frameworks. Served as the key resource in standards adoption through training, peer review, and **direct coaching of a five-person writing team**.
- Designed contextual help content for TurboTax login and expert-recommendation flows across personal and business tax—simplifying complex authentication and expert-referral experiences to reduce support contact rate and improve sign-in success. Shipped login help panels, e-file reject flows, and personalization tests.
- Led the end-to-end migration of Mint's entire help content library to WordPress as sole content designer—architecting the new taxonomy and information architecture, making visual design decisions, and driving the full content lifecycle (creation, updates, and archival) across the library.
- Promoted to Senior Content Designer in 2024 after stepping up as acting team lead during a critical team transition.
- Partnered with Legal to generate compliant help content for major tax laws changes including One Big Beautiful Bill and COVID.
- Shipped help content for major TurboTax launches including new products and deprecations of old products, collaborating with cross-functional product teams.

Senior Editor | Sharecare

June 2015 – April 2020

- Produced 25+ email newsletters monthly reaching up to **1M readers**, achieving **22% average open rate and 6% click rate**—above industry benchmarks for healthcare and media.
- Translated complex medical concepts into accessible articles tailored to audiences across age, gender, and health conditions.
- Ran weekly A/B email tests, interpreted post-deployment newsletter data, delivered insights to stakeholders, and adjusted content strategy accordingly.

Earlier Experience

- **Freelance Writer & Editor**—Applied Statistics & Management, JEMS (Journal of Emergency Services), San Diego Community News Network (2014–2019)
- **Producer**, One America News Network (2014–2015)
- **Public Safety Publishing Intern**, PennWell (2014)

EDUCATION

San Diego State University—B.A. Journalism, cum laude

2014