

GIOVANNI ELLA

CONTENT DESIGN ARCHITECT

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PROFILE

Content design architect and strategist who builds scalable content systems, governance frameworks, and AI-powered tooling that enable product teams to ship clear, consistent, on-brand experiences without embedded content designers. Over a decade of experience establishing content infrastructure at fintech and payments companies—from founding teams and launching unified style guides—to designing content architectures and deploying generative AI platforms that reduce manual content creation and enforce quality at the point of creation.

CORE COMPETENCIES

Content Systems Architecture • Voice & Governance Frameworks • AI-Powered Content Tooling • Design System Integration • Content Operations & Scaling • Data-Driven Content Quality • Team Building & Mentorship

EXPERIENCE

Clover Aug 2025 - Present

Content Design Architect

Content System Architecture: Design a three-layer content system (Foundation → Tooling → Infrastructure) as the sole content architect, transforming a three-person content design function into a scalable, systems-driven operating model aligned to a C-level mandate of infrastructure over execution.

Voice & Quality Definition: Established Clover's content voice and developed a content quality rubric with five measurable dimensions, creating enforceable standards that product designers apply autonomously through a partner-observation model with design vertical leaders.

AI Content Tooling: Built and deployed an AI-powered UX writing assistant enabling product designers to generate on-brand, guidelines-compliant content independently. Evaluating next-generation platform options, including deeper design tool integration and Claude, to evolve the tooling layer through a two-horizon rollout.

Strategic Integration: Position the content system as enabling infrastructure for a merchant-first, journey-driven product model across verticals.

Thought Leadership: Published in UX Content Collective on the evolution from content designer to content architect, contributing to industry discourse on the future of the discipline.

PayPal May 2025 - Aug 2025

Content Design & Strategy

Content Design Foundations: Partnered with the merchant lending product team to establish content design best practices and standards, building foundational content infrastructure for a team transitioning away from agency support.

Strategic Content Partnership: Championed content design as a strategic partner across a \$6.9B lending business, driving alignment between product and design and reducing ramp-up time for a newly onboarded product management team.

End-to-End Experience Design: Designed and refined merchant-facing experiences including onboarding and refinancing flows for a product segment contributing \$847M in quarterly revenue with 16% YoY growth.

BILL Sep 2019 - Oct 2024

Director, Content Design (Jul 2023 - Oct 2024)

Content Infrastructure & Governance: Embedded and enforced BILL's Content Style Guide within the Design System, making content standards available at the point of creation—reducing content-related errors and increasing adoption across design and engineering.

Team Architecture: Led a team of 12 content designers; developed job-leveling frameworks that codified responsibilities, growth paths, and quality expectations across the content design function.

Cross-Functional Alignment: Partnered with product managers, designers, and writers to align content with business objectives, maintaining editorial standards through structured feedback and review processes.

Sr. Manager, Content Design (Jul 2021 - Jun 2023)

Content System Development: Drove the implementation of Contentful, BILL's first product CMS, reducing tech debt by 40% and decreasing content publishing time by 60%. Established the foundational content infrastructure that enabled scalable, governed content operations.

AI-Powered Governance: Expanded Writer (generative AI platform) adoption across teams, reducing manual content creation time and extending content support to high-priority initiatives through automated style enforcement.

Scalable Operations: Launched an office hours program that enabled the team to support 12 additional product managers and designers, achieving a 20% productivity increase without additional headcount.

Manager, Content Design (Sep 2019 - Jun 2021)

Foundational Team & System Building: Established BILL's first content design team (1 → 6 members) and developed a unified voice and tone framework across products. Created a cross-functional Content Committee spanning Product, Design, Brand, and Customer Support.

Unified Content Standards: Aggregated disparate style guides into [content.bill.design](#), BILL's first unified content style guide. Established a single source of truth for content standards organization-wide.

Generative AI Pioneer: Championed and launched Writer, BILL's first generative AI content platform, standardizing content across teams and improving content creation speed by up to 40% through automated governance.

Intuit

Dec 2018 - Sep 2019

Senior Content Designer

Content Strategy: Drove end-to-end strategy for QuickBooks Payments and QuickBooks Live, developing messaging hierarchies backed by research insights that increased velocity and consistency in articulating product value propositions.

Wells Fargo

Jan 2017 - Dec 2018

Senior UX Content Strategist

Regulated Content Design: Partnered with Designers, PMs, Researchers, and Legal in a highly-matrixed organization to create accessible, on-brand content for 25+ million customers, balancing user-centered design with regulatory compliance.

Financial Engines

Feb 2014 - Jan 2017

Lead UX Content Strategist

Team & Framework Building: Established the company's first content team (1 → 3 members) and developed scalable content frameworks and voice standards that enabled Agile teams to write consistently with increased velocity across the end-to-end customer journey.

EDUCATION

Bachelor of Arts, San Jose State University

Political Science • Minors: Economics, Art History

PUBLICATIONS

From Content Designer to Content Architect - UX Content Collective, May 2026

uxcontent.com/from-content-designer-to-content-architect

Bringing Governance to AI Content Strategy: How BILL Scaled with Writer - UX Content Collective, Jul 2025

uxcontent.com/governance-ai-content-strategy

TOOLS

Figma • Gemini • Claude • Jira • Confluence • Asana • Contentful • Writer • Mural • Google Suite • MS Office