GIOVANNI ELLA

CONTENT DESIGNER & STRATEGIST

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PROFILE

User-focused content designer and strategist with expertise in crafting intuitive, accessible, and engaging digital experiences. Skilled in UX writing, content systems, and leveraging technology—including **Generative AI**—to streamline content creation and enhance user interactions. Passionate about optimizing workflows and aligning content with business objectives to drive product success.

WORK EXPERIENCE

BILL   Sep 2019 - Oct 2024

Content Design Practice Leader (Jul 2023 - Oct 2024)
- *Strategic Leadership:* Led a high-performing team of 12 content designers, mentoring them in writing and editing techniques; developed job-leveling guides that clarified responsibilities and growth plans.
- *Editorial Oversight:* Embedded and enforced BILL's Content Style Guide within the Design System to make content standards available at the point of creation. **Increased design and engineering adoption and reduced content-related errors.**
- *Cross-Functional Collaboration:* Partnered with writers, designers, and product managers to align content with business goals; provided feedback and maintained high editorial standards.

Sr. Lead Content Designer (Jul 2021 - Jun 2023)
- *Content System Development:* Drove the implementation of Contentful, BILL's first product CMS. **Reduced tech debt by 40% and decreased content publishing time by 60%**. Expanded Writer (Generative AI platform) usage, resulting in a reduction in manual content creation time and expanding support for high-priority initiatives.
- *Process Optimization:* Launched an office hours program, enabling the team to support 12 additional product managers and designers. **Achieved a 20% increase in productivity without additional headcount.**
- *Resource & Capacity Management:* Utilized Asana to forecast team capacity, aligning resources to prioritize high-impact projects and optimize team coverages.

Lead Content Designer (Sep 2019 - Jun 2021)
- *Foundational Team Building:* Established BILL's first content design team and grew it from 1 to 6 team members; developed a unified voice and tone across products. **Increased brand consistency as measured by stakeholder feedback.**
- *Cross-Functional Alignment:* Created a cross-functional Content Committee across BILL with members from Product, Design, Brand, and Customer Support, which led to an improvement in content consistency and alignment across departments. Aggregated disparate style guides and terms. **Launched content.bill.design, BILL's first unified content style guide.**
- *Generative AI Integration:* Championed and launched Writer, BILL's first Generative AI content platform, standardizing content across teams. **Improved content creation speed by up to 40% through automated governance and style enforcement.**

WORK EXPERIENCE

Intuit   Dec 2018 - Sep 2019

Senior Content Designer
- Drove the end-to-end content strategy for QuickBooks Payments, QuickBooks Live, and QuickBooks Payments, enhancing user engagement through data-backed UX writing that drove intent, consideration, and conversions.
- Developed messaging hierarchies backed by research insights. **Increased velocity and consistency in articulating product value propositions.**

Wells Fargo   Jan 2017 - Dec 2018

Senior UX Content Strategist
- Partnered with Designers, PMs, Researchers, and Legal in a highly-matrixed organization to create accessible, on-brand content for 25+ million customers. Focused on delivering user-centered product experiences with clarity and adherence to regulatory standards.
- Led content initiatives across products; contributed to design reviews and implemented content optimizations that aligned with user needs and compliance requirements.

Financial Engines   Feb 2014 - Jan 2017

Lead UX Content Strategist
- Established Financial Engine's first content team, which expanded from 1 to 5 members; developed a unified voice and tone that integrated the end-to-end customer journey.
- Developed scalable content frameworks and standards. **Enabled Agile teams to write consistently and with increased velocity.**
- Partnered with Marketing, Engineering, Product, UX, Research, and Legal to continuously iterate on distribution opportunities and improve content performance.

Visa   Sep 2013 - Feb 2014

Marketing Consultant
- Planned and executed global marketing programs for Visa's Reloadable Prepaid cards, targeting high-potential consumer segments.
- Oversaw program execution that **resulted in a 17% boost in cardholder acquisition and a 14% increase in customer lifetime value (CLV).**
- Managed an $11M budget, optimizing agency partnerships and delivering campaigns that **exceeded revenue targets by 12%.**

CORE COMPETENCIES

Strategy Development & Execution, Leadership & Team Development, Design + Content Integration, Product & UX Advocacy, Cross-Functional Collaboration, Process Optimization & Scaling, Data-Driven Decision Making

SKILLS

Jira, Confluence, Figma, Asana, Google Suite, Writer, Confluence, Mural, MS Office

EDUCATION

Bachelor of Arts, San Jose State University
- Major: Political Science
- Minors: Economics, Art History