



Thomas Ranieri

Senior content designer · AI & conversational experiences

Contact

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About

AI-focused UX content designer working at the intersection of UX writing, conversational design, and model behavior. I build the systems that train and maintain LLMs and AI agents — so brand-aligned content ships at scale.

Skills

Model behavior design

Conversational design

AI/LLM training & prompting

AI response evaluation & rubrics

Content frameworks & dashboards

Certified AI prompt engineer

UX writing & content design

Information architecture

Cross-functional partnership

User research & data-informed decisions

Education

Penn State University

BA, Political Science

2011 - 2015

Recognition

GOOD DESIGN® Award

2022 — Bionaire brand voice, Newell.

Experience

Senior content designer

Apr 2023 - Present

JPMorganChase

- Drove 80% efficiency gains in content delivery across the firm by developing an AI-driven documentation standard and the playbook for training internal LLMs and AI agents on it.
- Established processes for training LLMs and AI agents on internal content standards to create trustworthy, brand-aligned content at scale.
- Built measurement dashboards to evaluate AI output quality and inform iteration of training data and response guidelines.
- Drove 200%+ higher engagement with key jobs-to-be-done by restructuring the navigation and renaming the menu labels of the Investments experience — generating a 60% reduction in navigation-related call volumes.
- Led conversational design workshops and built a scalable content experimentation system to test copy and drive innovation across multiple product areas.

Copywriter

Dec 2020 - Mar 2023

Newell Brands

- Led the brand voice for the Bionaire relaunch — winner of the 2022 GOOD DESIGN® branding award.
- Wrote and shipped multi-platform content for iconic brands including Crockpot, Oster, Rubbermaid, and more — across e-commerce, retail (Target, Amazon, Walmart), and DTC.
- Created an SEO-driven content strategy delivering educational content to consumers across owned channels.

Lead content developer

Feb 2019 - Jun 2020

Traffic Builders Digital Marketing

- Devised and executed conversion-driven, multi-platform content strategies for internal initiatives and clients — drove 142% higher conversion rates.
- Managed and edited company-wide blog content that ranked for 121+ targeted keywords.
- Wrote website copy and video scripts; gave data-driven creative direction on social and campaign assets.

Content specialist

Apr 2018 - Feb 2019

Focus Camera

- Developed comprehensive content strategies that achieved 30% higher rankings on Google.
- Researched, wrote, and edited e-commerce product copy with an average CTR over 10%.

Content writer

Jan 2015 - Apr 2018

Postcreatives

- Wrote, edited, and produced web and digital content for small business clients.