



Thomas Ranieri

UX content designer · AI & conversational experiences

CONTACT

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ABOUT

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

SKILLS

- UX writing & content design
- Conversational design
- Voice & tone design
- AI/LLM training & prompting
- AI response evaluation & rubrics
- Content systems & governance
- Naming & terminology systems
- Prompt engineering
- 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

Global town hall speaker

Presented AI documentation standard to 1,000+ colleagues at JPMorganChase

EXPERIENCE

Senior Content Designer

JPMorganChase · Apr 2023 – Present

- Drove 80% efficiency gains in content delivery by building a firm-wide AI documentation standard, a scalable content system adopted across 25 content design teams.
- Created 200%+ higher engagement with key jobs-to-be-done and a 60% reduction in navigation-related call volumes by restructuring the navigation and renaming the menu labels of the Investments experience.
- Developing the voice, tone, and grammar guidelines and skills to train a customer-facing AI chat assistant for new accounts.
- Built dashboards to measure AI efficiency gains and evaluation metrics, informing iteration of training data and response guidelines.
- Led conversational design workshops and built a scalable content experimentation system to test copy across multiple product areas.

Copywriter

Newell Brands · Dec 2020 – Mar 2023

- Winner of the 2022 GOOD DESIGN® branding award for the Bionaire relaunch, leading the brand voice and defining the tone and voice principles, naming, and editorial standards.
- 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

Traffic Builders Digital Marketing · Feb 2019 – Jun 2020

- Drove 142% higher conversion rates by devising and executing multi-platform content strategies for internal initiatives and clients.
- Ranked for 121+ targeted keywords by managing and editing the company-wide blog.
- Wrote website copy and video scripts, and gave data-driven creative direction on social and campaign assets.

Content Specialist

Focus Camera · Apr 2018 – Feb 2019

- Drove 30% higher rankings on Google by developing content strategies.
- Researched, wrote, and edited e-commerce product copy with an average CTR over 10%.

Content Writer

Postcreatives · Jan 2015 – Apr 2018

- Wrote, edited, and produced web and digital content for small business clients.
- Performed back-end SEO on client sites using the WordPress content management system.