

Janiessa Norice

Senior Content Strategist | CSPO 10 years of expertise in digital transformation and UX strategy. Expert at architecting "agent-ready" semantic frameworks and leading Agile product backlogs for AI-driven enterprise discovery.

My Experience

AI Content Experience & Strategy Consultant, The Define Design Podcast

July 2025 - Present

- **Search Discovery Advisory:** Aligns digital narratives with AI search requirements; manages the content roadmap and prioritizes the backlog based on evolving search engine behavior.
 - **Authority Building:** Executes digital PR and earned media strategies; utilizes Agile prioritization to manage a high-volume backlog of organic citations and executive presence initiatives.
 - **Performance Optimization:** Leverages analytics to align narratives with technical SEO; facilitates sprint retrospectives to iterate on brand authority and content performance.
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Content Designer II, Microsoft

November 2021 - October 2024

- **Semantic Strategy:** Led the transition to LLM-generated content practices; acted as the de facto Product Owner for content taxonomies, refining user stories to ensure AI agent retrieval aligned with user comprehension.
 - **Information Architecture:** Applied systems thinking to design annotated mockups and wireframes that standardized entity relationship modeling and internal linking across the Microsoft ecosystem.
 - **Data-Driven Advisory:** Transformed complex behavioral data into actionable sprint goals, driving high-velocity decision-making and feature prioritization during sprint planning for Microsoft's ecosystem.
 - **Technical Governance:** Architected end-to-end UI content standards and global glossaries, ensuring high-authority technical documentation remained accessible to AI discovery tools and compliant with Agile definition of done (DoD) standards.
 - **Product Ownership & Scrum:** Partnered with engineering and product leadership within Agile sprint cycles to define acceptance criteria and prioritize the content product backlog for high-impact AI features, increasing delivery velocity and cross-functional alignment.
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Technical Content Strategist, The Manual Makers

October 2015 - August 2016

- **Structured Data & Information Architecture:** Leveraged expertise in topic-based authoring and XML-based toolsets (e.g., *MadCap Flare*) to architect scalable content hierarchies and structured data systems; optimized technical assets for AI agent crawling and semantic indexation.
- **Governance & Business Continuity:** Oversaw the end-to-end lifecycle of mission-critical documentation programs, ensuring internal knowledge bases and external service manuals maintained high topic authority and technical accuracy for LLM-based retrieval.
- **Cross-Functional Digital Transformation:** Acted as a strategic bridge between stakeholders, Product Owners, and engineering teams to guide digital experiences from concept to launch, translating complex site architectures into executive-ready roadmaps.
- **Content Framework & Playbook Development:** Designed comprehensive content playbooks that standardized answer-layer optimization and entity relationship modeling across diverse document types, standardizing the Definition of Done (DoD) for all technical assets.

My Contact

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My Portfolio

[My LinkedIn](#)

www.janiessanorice.com

www.definedesignpodcast.com

My Expertise

Technical Skills

- AI Mobile/PC Experiences
- Accessibility
- Answer-Layer Optimization
- Backlog Management
- Content Governance & Playbooks
- Design Systems Thinking
- Entity Disambiguation & Wikidata
- Entity Relationship Modeling
- Knowledge Graphs
- Model Context Protocol (MCP)
- Semantic Content Structuring
- Structured Data
- User Story Mapping

Design Tools

- Adobe XD
- Azure DevOps
- Canva
- Figma
- Final Cut Pro
- MadCap Flare
- Miro
- Riverside

Research Tools

- Google Search Console (GSC), GA4
- Log-file analysis
- Hotjar
- SurveyMonkey
- User Interviews
- UserTesting.com

My Education

Arizona State University

Walter Cronkite School of Journalism and Mass Communication

Bachelor of Arts, (B.A.):

Mass Communications and Media

Studies **Graduated May 2017**

My Certifications

- Certified Scrum Product Owner (CSPO) (2026)
- Systems Thinking for UX Content (2024)
- UX Writing Fundamentals (2021)
- User Experience Interface and Design (2021)