

Janiessa Norice

Location: Atlanta, GA

Email: janiessanorice@gmail.com

Professional Summary

Senior Content Strategist and Certified Scrum Product Owner (CSPO) with 10 years of expertise in digital transformation and UX strategy. Skilled in architecting semantic frameworks and leading Agile product backlogs for AI-driven enterprise discovery.

Portfolio

- <https://www.linkedin.com/in/janiessanorice/>
- www.janiessanorice.com
- www.definedesignpodcast.com

Experience

AI Content Experience & Strategy Consultant

The Define Design Podcast

July 2025 - Present

- **Search Discovery Advisory:** Manages content roadmaps, aligning digital narratives with AI search requirements.
- **Authority Building:** Executes PR and media strategies using Agile prioritization.
- **Performance Optimization:** Leverages analytics for technical SEO, facilitating iterative brand authority improvements.

Content Designer II

Microsoft

November 2021 - October 2024

- **Semantic Strategy:** Led LLM-generated content practices and refined user stories for AI agent retrieval.
- **Information Architecture:** Designed entity relationship modeling and internal linking frameworks.
- **Data-Driven Advisory:** Transformed behavioral data into actionable sprint goals, driving decision-making.
- **Technical Governance:** Developed UI content standards and glossaries for AI discovery compliance.

Technical Content Strategist

The Manual Makers

October 2015 - August 2016

- **Structured Data & Information Architecture:** Architected scalable content hierarchies and optimized technical assets for AI crawling.
- **Governance & Business Continuity:** Managed documentation programs ensuring high topic authority and accuracy.
- **Cross-Functional Digital Transformation:** Bridged stakeholders and engineering teams for digital experience launches.
- **Content Framework & Playbook Development:** Standardized answer-layer optimization and entity relationship modeling.

Education

Arizona State University

Walter Cronkite School of Journalism and Mass Communication

Bachelor of Arts in Mass Communications and Media Studies

Graduated May 2017

Certifications

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

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