

Jonathan Dickerson

AI Content Designer | AI Agent Design | Prompt Engineering | UX Content Strategy

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PROFESSIONAL SUMMARY

Lead content designer with 10+ years in regulated enterprise products, now focused on designing, building, and evaluating AI agents and prompts. Built a suite of seven Microsoft 365 Copilot agents that automate the content design workflow, including a voice of customer (VOC) synthesis agent that turns thousands of raw customer comments into insights a reviewer can verify against the source data. Founded and lead an AI practice group for content designers and led its prompt playbook. Bring content strategy, systems thinking, and testing discipline to making AI output accurate, trustworthy, and usable in financial services and healthcare.

CORE SKILLS

- **AI and Agent Design:** AI agent design, prompt engineering, prompt design, agent instructions, generative AI, large language models (LLMs), conversational AI, AI output evaluation, human-in-the-loop review, AI enablement and training
- **Content Design and UX:** UX writing, content design, content strategy, microcopy, information architecture (IA), end-to-end flows, error states, onboarding, product narrative, brand voice, messaging architecture, persona development
- **Content Systems:** Design systems, component-level content guidelines, content governance, content audits, taxonomy, content standards
- **Research and Testing:** Voice of customer (VOC) analysis, research synthesis, A/B testing, usability testing, unmoderated studies, behavioral analytics
- **Standards and Compliance:** WCAG accessibility, plain language, inclusive design, regulated content, localization
- **Leadership:** Cross-functional collaboration with product, design, engineering, research, and analytics; mentoring; design critique; stakeholder presentations
- **Tools:** Microsoft 365 Copilot, Copilot agent builder, Claude, Whisper, Figma, Adobe Creative Cloud

PROFESSIONAL EXPERIENCE

Lead Content Designer, Vice President

Bank of America | New York, NY | Jan 2022 – Present

- Designed and built seven AI agents in Microsoft 365 Copilot agent builder covering the content design workflow: research synthesis, first-draft generation, project readiness, accessibility review, presentation development, feedback synthesis, and design system standards review
- Built a voice of customer (VOC) synthesis agent that converts raw exports of 3,000+ customer comments into a four-part readout (summary, user quotes, insights, and design recommendations), reducing synthesis time from several days to minutes
- Designed an evidence standard for AI output: every insight states approximate counts and percentages, cites two source quotes with their row and cell locations, and carries a confidence rating, so reviewers can verify any claim in seconds
- Tested agent output against source data, verifying cited quotes at their cell locations and comparing agent themes with manual analysis
- Founded and lead a biweekly AI practice group for content designers; led creation of the Content Design AI Playbook, a 12-prompt library with one-click launch in Copilot, and wrote 9 of its 12 prompts
- Presented the agent suite at a company promptathon, where five agents were featured; drove peer adoption, with other designers using the research synthesis and accessibility review agents on three live projects
- Design and test in-product language across three major product lines, partnering with analytics and research on A/B testing
- Lead department-wide content standards and governance, authoring component-level design system guidelines adopted by 50+ designers and writers

- Wrote and iterated the content for a credit application flow connecting Bank of America and Experian, guiding applicants with a locked or frozen credit file through a temporary unlock

Freelance Brand and Content Strategist

Alternative Investment Platform (Confidential Client) | Remote | Jun 2026 – Aug 2026

- Translated a five-phase brand strategy into the voice, messaging, and investor-facing foundation for an alternative investment firm's brand launch, working directly with the founder, an upstream strategist, and the PR team
- Built a founder voice system from a corpus of pitch decks, a podcast interview, a quarterly results presentation, and a commissioned voice note, tagging each sample by register and extracting the rhetorical patterns that anchor all brand copy
- Built a browser-based voice analysis tool with Claude (Whisper transcription plus LLM pattern extraction) that turns recorded speech into reusable voice documentation, plus an automated PDF build pipeline for founder-ready deliverables
- Wrote eight investor personas, including two newly proposed segments, each with a calibration block so AI agents can use the persona as well as human writers
- Developed the core messaging architecture: a StoryBrand BrandScript through six rounds of stakeholder revision, a mission and vision system, and copy standards grounded in a competitor positioning audit
- Ran naming and public-record research that reframed two core narratives, pairing each with a decision memo sequencing legal, trademark, and founder approvals before release

Senior Content Strategist, Vice President

Bank of America | Boston, MA and New York, NY | Apr 2019 – Dec 2021

- Collaborated with the conversational design team on AI assistant content, tuning prompts for accuracy and trust
- Translated complex regulatory requirements into intuitive flows and interface copy
- Built modular content components integrated into the design system, ensuring consistency across channels

Freelance Senior Copywriter

Blueliner Marketing | Remote | Nov 2016 – Oct 2019

- Delivered campaign content and digital experiences for fintech and enterprise clients

Senior Content Strategist

Blue Cross Blue Shield of Massachusetts | Boston, MA | Sep 2015 – Mar 2019

- Redesigned the member-facing help center information architecture and content, applying plain language and accessibility standards
- Established QA and localization workflows for regulatory content across digital touchpoints

Senior Copywriter

Blue Cross Blue Shield of Massachusetts | Quincy, MA | Jul 2014 – Sep 2015

- Wrote and edited marketing collateral, web, print, and social media content, applying plain language principles to complex health insurance topics

EDUCATION

B.S., Professional and Technical Communication | Rochester Institute of Technology

Certificate, Persuasive Communication | Harvard University Extension School