

Alexa Mavrogianis

alexaalyse@gmail.com | 412-266-8558 | [linkedin.com/in/alexamavrogianis](https://www.linkedin.com/in/alexamavrogianis) | alexamavrogianis.com

UX and product strategist at the intersection of content strategy, product design, and research. Known for identifying problems others haven't noticed and building systems that outlast the moment, across complex enterprise and AI product spaces.

CORE COMPETENCIES

- **Product & UX Strategy:** Information Architecture, Content Strategy, Interaction Design, Product Roadmaps, Systems Thinking Mixed-Methods Research, Usability Testing, A/B Testing, Statistical Analysis, Survey Design
- **AI & Intelligent Systems:** AI Product Design, Trust & Transparency Principles, AI-Readiness Frameworks, Prompt Engineering, Generative AI Workflows
- **Communication & Leadership:** Cross-functional Leadership, Stakeholder Alignment, Content Design Systems, UX Writing, Executive Communication

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

CLOUDFLARE

Lead UX Content Strategist, October 2025-May 2026

- Reduced major inaccuracies in AI assistant responses by 83% by pioneering an AI-readiness framework and audit process for evaluating and remediating documentation structure.
- Catalyzed a years-long stalled redesign of a firewall policy builder used by 3,000+ administrators daily, aligning stakeholders around an AI-accelerated prototype to move the initiative onto the product roadmap.
- Established interaction patterns, content standards, and trust and transparency principles across a suite of generative AI experiences that guided how users create policies, interpret logs, and navigate complex technical decisions.

Senior UX Content Strategist, October 2024-October 2025

- Spearheaded a ground-up dashboard IA overhaul from product-centered to use-case-focused navigation, securing alignment across 30+ product partners and validating through statistically significant research.
- Led end-to-end product strategy, IA, and content design for an Application Library unifying 1,500+ apps, resolving conflicting backend definitions and establishing a platform cornerstone for enterprise AI management experiences.
- Championed and designed overview pages that simplified onboarding and product education, driving a 70% increase in two-week retention.

UX Content Strategist, October 2023-October 2024

- Pioneered a continuous research program that introduced product analytics, evergreen surveys, and customer interviews that consistently surfaced 10+ monthly quick-win improvements.
- Built a UX writing AI assistant adopted across content, design, engineering, and product teams that improved dashboard content quality by 34.8% against custom scoring heuristics tailored to internal standards.

UX Content Designer, July 2022-October 2023

- Founded the content design practice for Cloudflare One, embedding UX writing into product development across an enterprise product suite with 15+ products that generates >\$639.8 million in quarterly revenue.

- Identified onboarding friction through analytics, designed a content-first A/B experiment reframing empty states as in-product education, and scaled findings into a dashboard-wide framework that reduced time-to-value for new users by 23%.

DICK'S SPORTING GOODS

Creative Copywriter, November 2021-July 2022

- Independently developed a linear regression model analyzing imagery and copy variables across social posts to identify highest-impact content patterns, increasing engagement rate by 30%.
- Initiated unmoderated think-aloud research on marketing email communications, surfacing a preference for shorter formats that drove a redesign of messaging structure and content hierarchy.

Associate Copywriter, September 2018-November 2021

- Operated the Pro Tips blog during COVID-19, writing content, managing SEO, and capitalizing on search trends to grow monthly revenue from \$300K to \$2M.
- Originated a shoppable guide format curating product recommendations around specific use cases, generating \$11M+ in attributable affiliate revenue across repeated publications.

Contract Copywriter, August 2017-September 2018

- Wrote end-to-end UX content across a 942,000-daily-visit ecommerce experience, collaborating with designers to improve product discovery, navigation, and purchase decision-making.

EDUCATION

NORTHWESTERN UNIVERSITY, 2021

M.S. Information Design and Strategy, Specialization: Communicating with Data

OHIO STATE UNIVERSITY, 2017

B.A. Journalism, Minors: Media Production and Analysis, Pop Culture, and Political Science

PUBLIC SPEAKING

GROWING IN CONTENT 2026

Talk: When the right answer isn't more words: How content feedback reveals what products really need