

Amy Mazzariello

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Summary

Senior content designer with 16 years of experience in digital design and content strategy. Skilled at distilling complex information into clear, accessible, and user-focused content. Proven track record of collaborating cross-functionally to deliver intuitive, inclusive, and usable digital experiences aligned with business goals.

Experience

JPMorgan Chase & Co.

Senior Content Designer, July 2022–present

- Lead content design for digital credit card payments through the full development cycle—including discovery, concepting, prototyping, delivery, and visual QA—improving clarity and accessibility in a complex and high-volume product (\$1.12 billion in payment volume, 13.3 billion transactions per year).
- Identify and address customer pain points in partnership with UX designers, researchers, product owners, and engineers.
- Facilitate the development of design rationales using a data-driven approach to guide decision-making and promote alignment among cross-functional partners.
- Collaborate with cross-product teams to ensure coherence and consistency throughout the Chase digital experience.
- Designed and delivered content to introduce and enable split tender capabilities within Chase's one-time mobile credit card payment flow, anticipated to impact 50 million customers.

Columbia University, Teachers College, Community College Research Center (CCRC)

Senior Digital Content Strategist, March 2018–July 2022

- Led CCRC's web design and content strategy, evolving the center's website from a dense and difficult-to-navigate repository for academic research to an engaging experience for a broader audience, with easy-to-digest information and resources for community college practitioners and policymakers.
- Spearheaded a technological modernization of the CCRC website, streamlining back-end workflows for CCRC communications staff and facilitating the integration of new features and design improvements.
- Managed day-to-day content production across multiple websites, ensuring effective and timely communication of research findings and commentary.
- Oversaw brand development and creative work in a variety of digital and print formats.
- Served as a lead editor for high-profile research publications and acted as a resource for writers during manuscript development, improving publication quality and readability.
- Cowrote policy briefs and research reports geared toward educators and other community college practitioners.
- Managed a graphic designer; trained and mentored junior communications staff, fostering a collaborative and growth-oriented team environment.

Senior Editor and Web Specialist, February 2015–February 2018

- Served as CCRC's technical and creative expert in digital content, designing and developing microsites for several long-term research projects and research conferences and delivering iterative enhancements to the design and functionality of the center's main website.
- Led email marketing design and strategy.

Associate Editor, May 2012–January 2015

- Designed and developed a microsite for a three-year research project, working with a graphic designer to establish distinctive branding to promote project visibility.
- Supported a major website redesign and rebranding initiative, collaborating with senior leaders and UX design consultants to identify user needs, technical requirements, and design solutions.

Assistant Editor, May 2010–April 2012

- Edited and formatted publications and grant proposals for PhD-level qualitative and quantitative research in the social sciences.
- Wrote and managed web content and email marketing campaigns, conveying complex academic findings in clear and accessible language.
- Coordinated publication production, working with authors, designers, and printers to meet deadlines and maintain quality standards.

American Federation of Arts

Publications/Communications Assistant, June 2008–April 2010

- Wrote and managed web content and email marketing campaigns.
- Copyedited and proofread art exhibition catalogs.

Education

Columbia University, Teachers College

Coursework completed toward Master of Arts in clinical psychology, 2020–22

Rutgers University

Bachelor of Arts, English and psychology, 2008