

# GISELLE ROSAS MIGLIORINI

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## SUMMARY

Senior content designer for Microsoft Edge with 4+ years of end-to-end content ownership for AI product launches reaching hundreds of millions of users, including sole content design ownership of the Copilot Mode launch, Edge's first official step toward becoming an AI browser. Background combines 3+ years producing breaking international news at CBS News broadcast scale with team leadership at Google for Accenture managing four writers through a CMS transition. Columbia Journalism graduate (Honors: Audience and Engagement). Specializes in shaping language for novel AI features – making language decisions that negotiate what the product commits to, not just describe what already exists.

## EXPERIENCE

### Microsoft

Texas, United States (Remote)

#### Senior Content Designer

Aug 2024 – Present

- Sole content designer for Microsoft Edge during the Copilot Mode launch, Edge's first official step toward becoming an AI browser.
- Balanced PM aspiration against actual model capability when writing user-facing AI claims, using copy decisions to negotiate which product commitments the team would stand behind, not just describe what was already built.
- Defined the product voice and terminology architecture for AI features with no industry precedent (Copilot new tab page, Journeys, Actions), establishing language that traveled across product UI, Settings, and marketing materials for a single coherent launch.
- Resolved terminology conflicts with Principal PMs and senior Edge leadership by walking through underlying logic across multiple review rounds, with original proposals adopted.
- Supported a globally distributed AI team across Microsoft offices in China and India, delivering content design for Edge AI experiences in an environment with no established content design processes.

#### Writer

Nov 2021 – Aug 2024

- Wrote and shipped UX content across Edge, Bing, Copilot, and Windows Start during Microsoft's earliest production releases of consumer-facing AI features, partnering with designers, researchers, PMs, and engineers to maintain voice consistency as AI capabilities were integrated into existing products.

### Accenture (Google contract)

Austin, Texas

#### Lead Writer for Google

Mar 2020 – May 2021

- Promoted to Lead Writer 10 months after joining – managed four writers producing Help Center content across Google News, Search, and Maps.
- Held content quality standards through a major CMS transition from a style-guide-driven workflow to a snippet-based system, building interim editorial logic when existing guidelines couldn't keep pace.
- Built a decision framework to coach writers on when to apply local content fixes versus when to escalate format-level changes for PM coordination, replacing rigid rules with judgment criteria that held during system instability.
- The team consistently met every deadline across all writers and was one of the few content groups available to absorb additional requests during the transition.

#### Content Writer for Google

Jun 2019 – Mar 2020

- Wrote user-facing Help Center content for Google News, Search, and Maps following Google's style guide and CMS publishing workflow.

- Coordinated with PMs and content strategists across multiple product verticals on scope, localization, and publishing timelines, while implementing HTML layout adjustments when standard CMS templates didn't accommodate technical content structure.

### **CBS News / CBS Interactive**

New York, NY

*Foreign News Associate Producer*

Oct 2014 – Jan 2018

- Identified, verified, and communicated breaking international news under live broadcast deadlines for CBS News programming reaching audiences of tens of millions.
- Sourced and confirmed facts with on-the-ground correspondents and subject matter experts during active news cycles, often within minutes of a story breaking.
- Wrote and distributed live news updates across CBS News shows and departments – work where getting consequential information right at scale, in real time, was the entire job.

*Associate Producer, CBSN On Assignment*

Apr 2017 – Sep 2017 (concurrent)

- Selected for the launch team of CBSN On Assignment, a new primetime series bringing long-form international reporting to younger audiences, and developed original story concepts as part of the founding production group.

*Spanish Media Planner, CBS Interactive*

Apr 2015 – Dec 2017 (concurrent)

- Built and executed a Spanish-language content strategy for CBSNews.com en Español, one of CBS's first web properties producing news reported entirely from Latin America.

### **Stringr**

New York, NY

*Content Curator*

Jan 2015 – Mar 2016

- Curated content for Stringr, an early-stage media-tech startup pioneering crowdsourced video for breaking news coverage.
- Worked directly with engineers to identify and implement UX improvements, applying editorial judgment to product decisions in a startup environment.

### **Clarín**

Buenos Aires, Argentina

*News Reporter, WebTV*

Jun 2014 – Sep 2014

- Reported and produced original video stories for Clarín's WebTV team, one of Argentina's first newsrooms dedicated to digital-native video content. Pitched stories on technology, entrepreneurship, and lifestyle to attract new digital audiences to a legacy print brand.

## **SKILLS**

**AI Product Work:** AI product communication · Generative AI feature naming · AI capability framing & user-facing claims · Honest framing for novel features

**Content & Creative:** Content design · Content strategy · UX writing · Brand voice & terminology architecture · Editorial direction · Style guide development · Long-form & short-form writing

**Leadership & Collaboration:** Editorial team leadership · Cross-functional stakeholder alignment (PM, design, engineering, legal, research) · Coaching & feedback for writers · Decision framework design

**Tools & Platforms:** Figma · Figma Make · VS Code · GitHub · Microsoft 365 Copilot · Claude · Leonardo.ai

**Domain:** Help Center / documentation systems · CMS publishing workflows · HTML for content layout · Real-time news production · Audience research & content analytics

**Languages:** English (Native) · Spanish (Native)

## **EDUCATION**

**Columbia University Graduate School of Journalism**

2013 – 2014

*Master of Science, Journalism – Honors: Audience and Engagement. Concentration in multimedia journalism, audience and engagement, and media technology.*

**The University of Texas at Austin**

2006 – 2009

*Bachelor of Arts, Urban Studies*