

Stacy Silvernail

Content Strategy • Design Systems • Design Enablement • Content Operations

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SUMMARY

Content strategist with 12+ years of experience helping enterprise software organizations scale through content systems, design systems, and enablement. My work spans the customer lifecycle, from marketing and sales enablement to product adoption, documentation, and support. I build governance, information architecture, and AI-powered workflows that make complex content easier to create, maintain, and scale.

EXPERIENCE

ServiceNow, Sr Staff Content Strategist, Design Systems and Enablement

May 2024 – July 2026

Led content strategy, governance, and enablement for Horizon, ServiceNow's enterprise design system. Designed information architecture, contributor model, AI-assisted authoring workflows, and documentation operations that enabled Horizon to scale across design.

- Grew Horizon to approximately 3,400 monthly active external users (↑40%) while increasing internal adoption to approximately 400 monthly active users (↑32%), reaching roughly 80% of ServiceNow's design organization.
 - Expanded documentation across all app frameworks, design operations, and emerging product initiatives, evolving Horizon from a static documentation site into a continuously growing platform supporting multiple design organizations.
 - Built a scalable contributor program by establishing governance, editorial standards, voice and tone guidance, review processes, and onboarding.
 - Designed and implemented an AI-assisted documentation workflow that reduced first-draft creation time by approximately 75%
 - Led content strategy for ServiceNow's AI-powered UI generation initiative, defining onboarding, documentation strategy, positioning, and internal communications.
 - Co-developed and delivered two hands-on labs at Knowledge 2025 and 2026, teaching attendees how to prototype using Horizon, Figma, and AI-powered workflows.
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HubSpot, Senior Content Designer

December 2020 – January 2024

Led content strategy and UX content design across AI-powered product experiences, onboarding, and enterprise administration workflows within Sales Hub.

- Led content strategy for AI-powered sales forecasting experiences, improving learnability, efficiency, and confidence in forecasting workflows.
 - Drove a cross-functional initiative to improve onboarding for forecasting, increasing activation while reducing customer support needs.
 - Led content design for CRM administration experiences, helping increase beta customer satisfaction from **56% to 72%** through improved guidance and workflow design.
 - Partnered with product management, design, engineering, and research throughout discovery, definition, and delivery of complex enterprise features.
 - Contributed to product strategy, information architecture, UX research synthesis, content modeling, and product naming across multiple initiatives.
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Fidelity Investments, Content Strategist

June 2020 – December 2020

- Developed enterprise CMS content strategy supporting the modernization of legacy banking experiences.
 - Defined scalable information architecture and documentation standards for teams transitioning financial services online.
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Toast, UX Writing Lead

September 2019 – April 2020

- Established Toast's first UX writing standards, creating scalable guidance that improved consistency across product experiences.
 - Embedded content strategy earlier in the product development process through close partnership with design and product teams.
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Red Hat, Senior UX Content Strategist

January 2018 – August 2019

- Led content strategy for the launch of PatternFly 4, Red Hat's open-source enterprise design system.

- Defined writing standards, documentation patterns, and governance practices supporting adoption across product teams.
 - Partnered with designers, engineers, and the open-source community to improve consistency across enterprise products.
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IBM, Portfolio Content Strategist

April 2014 – December 2017

Defined portfolio-level content strategy across IBM software products, supporting a team of 26 writers and seven content managers.

- Identified strategic opportunities and resourcing recommendations across multiple enterprise software portfolios.
 - Established governance and content strategy practices that improved consistency across distributed teams.
 - Partnered with leadership to prioritize initiatives based on customer and business needs.
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CORE EXPERTISE

Content Strategy • Design Systems • Content Operations & Governance • Enablement • Information Architecture • Documentation Strategy • AI-Assisted Content Workflows • Customer Journey Content • UX Content Design • Cross-Functional Leadership • User Research • Taxonomy & Content Modeling

Tools: Figma • Claude • Claude Code • GitHub • Strapi • Jira • Miro • Lucidchart • Sketch • Asana • Trello • ZenHub

EDUCATION

Carnegie Mellon University

Master of Arts, Professional Writing

University of Pittsburgh

Bachelor of Arts, English & Art History

Thinkful (formerly Bloc)

UX/UI & Front-End Development Apprenticeship