

Miranda Schultz

CONTACT

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SKILLS

- AI evaluation
- Accessibility
- Content design
- Content governance
- Design systems
- Figma
- Jira
- LLM development
- Project management
- UX research
- UX strategy
- UX writing

EDUCATION

BA, Journalism

Lynn University
Boca Raton, FL, 2002

AA, Communications

Seminole State College
Lake Mary, FL, 2000

Highlights

Four-year scholarship athlete

EXPERIENCE

Cofounder & Content Strategy Partner

Deep Dive Content & Strategy | Orlando, FL | Established 2014

- Established as a side business in 2014, we provide a range of digital services and custom solutions to optimize content ecosystems and help shape how brands show up online, what they say and how they grow.

Lead Content Designer

Charter Communications | Greenwood Village, CO | December 2024 - August 2025

Scaled content operations and impact across a Fortune 500 telecommunications organization serving millions of customers by advocating for and overseeing the implementation of a centralized library for product content. Key results:

- Improved design efficiency and messaging quality: transformed siloed content practices by integrating brand guidelines and best practices into the design workflow.
- Positioned content designers as critical strategic partners who elevate the user experience with big-picture thinking instead of proofreaders and bottlenecks.

Senior Content Designer

Charter Communications | Greenwood Village, CO | February 2018 - December 2024

- Designed prompts and guidelines to shape Spectrum's internal LLM, refining responses for accuracy, clarity and brand standards.
- Helped develop content governance framework in collaboration with marketing, legal and product leadership.

Content Designer

Charter Communications | Greenwood Village, CO | January 2016 - February 2018

- Partnered with multiple product design teams to build accessible user experiences that scaled Spectrum TV products across web, mobile and TV applications.
- Created and managed team Jira board, improving resource visibility and content impact for leadership.

Senior Digital Producer

Purple, Rock, Scissors | Orlando, FL | July 2013 - August 2014

- Managed client relationships and full-stack UX teams, created project plans, communicated and monitored project scope, timeline and budget. Conducted weekly status presentations to client and agency leadership, proposed iterations and mitigated creative conflict.

Content Manager

Orlando Health | Orlando, FL | January 2012 - July 2013

- Managed web content for 10+ digital properties in the Orlando Health hospital system and collaborated with physicians and staff to produce approachable health and wellness content.

Project Manager

epcSolutions | Orlando, FL | June 2009 - October 2011

- Worked with field engineers and technicians to create and maintain project plans, budgets and schedules to support nationwide SaaS projects focused on developing RFID software for large-scale asset management.

Project Coordinator

IGN Entertainment | San Francisco, CA | September 2006 - July 2008

- Managed relationships with consumer, game and entertainment sales teams to create unique promotional campaigns for clients across Fox Interactive Media properties, including IGN Entertainment, MySpace, Fox Sports Interactive, Rotten Tomatoes and AskMen.

Copy Editor

Palo Alto Daily News | Palo Alto, CA | January 2005 - July 2006

- Designed page layouts on deadline for four daily newspapers. Edited articles to follow AP style for grammar, clarity, and brevity, wrote headlines and captions and selected relevant content features from the AP newswire as needed.

Sports Editor

Almaden Times | San Jose, CA | October 2003 - January 2005

- Interviewed athletes and coaches ranging from little league to the pros, wrote and edited articles in accordance to AP style and managed a team of contributors in building community relationships, pitching story ideas and delivering thorough and accurate sports coverage for several weekly papers.