



## TAYLOR HOWARD

### CONTACT

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### CONNECT

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## EDUCATION

Dartmouth College  
B.A., English  
June 2008

United World College  
I.B. Diploma  
May 2004

## AWARDS

*Cross-Functional Collab Award*  
Asana Hackathon, July 2024

*Finalist*  
Asana Hackathon, Dec 2023

*Audience Choice Award*  
Facebook Hackathon, May 2018

*Most Innovative Project Finalist*  
Alibaba, Nov 2017

*Best Project Finalist*  
Alibaba, Nov 2016

## VOLUNTEER

*U.S. Selection Committee*  
United World College

*Board Member*  
Dartmouth Club of San Francisco

*"Champion of Inclusion" Award*  
Spark Program Mentor

*Family Circle Leader*  
Black@ Meta

## EXPERIENCE

### Asana, San Francisco Bay Area

#### Content Design Org Lead, Artificial Intelligence

August 2023–Present

##### Essentials Pillar Lead, Core Product

- Sole content designer for all AI features, including AI teammates, Asana AI (copilot), and other AI entry points (smart summaries, smart status update, smart editor, smart rules, etc)
- Created Content Design AI Guidelines, including, but not limited to: UX principles, tone, terminology, components, and the voice of the AI itself
- Won Asana's July 2024 Hackathon with a prompt engineering project to create personalized, dynamic upsells
- Orchestrated Pricing & Packaging (P&P) update, devising a comprehensive content strategy across the Asana ecosystem, spanning in-product communications, emails, and web. Aligned cross-functional teams on terminology and user experience for diverse customer subsets.
- Established content principles and guidelines for P&P, enabling teams and disciplines across the company to optimize, scale, and onboard quickly
- Created Content Design Learning & Development program
- Hired and mentored Content Design Apprentice, who was then hired as FTE

#### Content Design Pillar Lead, Clarity Pillar

June 2022–August 2023

- Defined design vision for Asana AI, shaping the narrative for investors, earnings calls, and employees.
- Drove artificial intelligence in-product nomenclature
- Continued education on Content Design AI work presenting to the company and creating a dedicated segment for AI 101, now a part of every employee's onboarding.
- Created Mobile Design Principles and 3-year mobile vision strategy
- Provided UX, UI and product leadership for product launches, experimentation, optimization and communication across Asana web and mobile
- Led capitalization project, working with design systems engineers to standardize capitalization across Asana web and mobile
- Executed my tasks NUX experiment, leading to one of the largest adoption wins in Asana history
- Established *Designing for Content*, a cross-disciplinary presentation about Content Design, along with resources and guidelines for self-service content needs.
- Created Content Design Resources page in the Asana Wiki for teams without content support
- Wrote guidelines for teams to self-serve content needs, including: content quality checklist, writing for accessibility, etc.
- Contributed to the design system, adding content guidelines for toasts, CTAs, and overall UX writing guidance
- Improved hiring criteria, writing test, scorecards, interview loops and evaluation for Content Design, including the Head of Content Design role, reducing bias and enhancing calibration and training.
- Launched first Content Design Apprenticeship Program, from creating the JD to the curriculum
- Initiated Asana's *Writer's Room*, providing a collaborative space for writers across the company to share ideas and work, fostering alignment and creativity.

### Meta, San Francisco Bay Area

#### Content Design Lead, Social Impact

June 2021–May 2022

- Developed Social Impact Product Principles and presented at All-Hands (~600 employees)
- Launched COVID-19 Vaccine FAQ in India, statistically lifting perceived vaccine importance (+2.9%), safety (+2.4%), knowledge confidence (+3.3%), perceived social norm (+3%) and advocated for WHO collaboration to quickly scale to other countries
- Collaborated with the CDC to launch pediatric vaccine FAQ within days of FDA approval
- Launched fundraisers for tornadoes in the Central USA in 24 hours, raising \$512K in 7 days

#### Content Design Manager, Payments

July 2019–June 2021

- Launched Meta Pay, a 0-1 product enabling commerce across Meta apps
- Managed 4 full-time direct reports and 1 contractor
- Led 3 pillars (B2B Payments, B2C Payments, Checkout and Merchant Services) accounting for the majority of Meta revenue
- Developed and led Racial Justice Content Review across Meta apps
- Created *Bridge Builders*, a 1:1 mentorship program for underrepresented external candidates, resulting in 2 FTE hires and 2 contract hires in its first year
- Led Content Design DEI recruiting pillar



## EXPERIENCE

### Meta, San Francisco Bay Area

#### Content Designer, Connectivity

April 2018-June 2019

- Redesigned Actionable Insights, a project management and analytics tool for mobile operators and mobile device manufacturers, increasing site events per day by 34.7%
- Increased Highlights "feed" MAP/WAP: 6.5%/10%, time spent: 26% MoM, CTR: 20%
- Launched Network Insights v2, increasing time spent ~12,000 minutes
- Spearheaded new growth team

### Alibaba Group, Hangzhou, Zhejiang, CHINA

#### Lead Content Strategist

Jan 2016-April 2018

- Managed an international team of 7 direct reports
- Created AliExpress brand book and content guidelines across 18 languages
- Supervised global content across AliExpress app, PC and msite
- Developed AliExpress social media strategy and managed global teams and agencies
- Managed teams of operators, engineers, interaction and visual designers

### Chico's FAS, Fort Myers, FL

#### Senior Copywriter

Sept 2013-Jan 2016

- Executed Chico's website redesign and mobile app launch
- Co-wrote brand book for White House Black Market
- Wrote and conceptualized WHBM's *Iconic* integrated marketing campaign

### Macy's Inc., New York, NY

#### Senior Writer

June 2010-Sept 2013

- Launched Macy's *Fringe Media* team: mBLOG, Pinterest, tumblr, Instagram
- Managed 6 contracted and in-house writers
- Redesigned Friends & Family collateral and increased sales 18% (~\$200 mil)

## PRESENTATIONS & PUBLICATIONS

Guest Lecturer, *University of Washington "Foundations of UX Writing"*, 2024

Speaker, *Asana Intelligence 101*, 2023

Speaker, *Asana Design Conference*, 2023

Panelist, *Asana Design Conference*, 2022

Panelist, *Afrotech x Facebook Innovation and Technology Summit*, 2020

Speaker, *Savannah College of Art and Design Embrace Conference*, 2019

Guest Lecturer, *China Academy of Art*, 2018

Interview, *Econtent Magazine*, 2018

Guest Blogger, [Sprinklr.com](http://Sprinklr.com), 2017

Speaker, *Innovation Enterprise Digital Marketing & Strategy Summit*, 2017 & 2016

Speaker, *Master-Land 6th China Social Media & Digital Media Forum*, 2016