



TAYLOR HOWARD

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EDUCATION

Dartmouth College
B.A., English

United World College
I.B. Diploma

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

Cash App, San Francisco Bay Area

Principal Content Designer, Lending & Commerce Org

December 2024-Present

- Lead content design for Lending & Commerce organization across Cash App and Afterpay lending, establishing brand positioning and messaging strategy
- Built Afterpay on Cash App Writing Assistant—AI agent that enables cross-functional partners to create compliant, on-brand content autonomously, eliminating design bottlenecks and scaling content excellence across teams
- Shaped content design for Afterpay on Cash App Applet v2 redesign resulting in 20% lift in first-time loan conversions, \$5.5M in loan originations, and 50% of BNPL loans coming through the applet; repeat users show 17% lift in origination and 44 more loans per customer
- Partnered with legal, compliance and marketing to create comprehensive Afterpay naming and messaging framework, establishing repeatable standards that accelerate time-to-market
- Design interactive prototypes using Cursor AI and Figma Make to rapidly iterate and communicate strategic rationale through video walkthroughs, accelerating stakeholder feedback and shifting mental models around product positioning

Asana, San Francisco Bay Area

Content Design Org Lead, Artificial Intelligence

Essentials Pillar Lead, Core Product

August 2023-November 2024

- Led content design for AI product suite (including AI teammates and AI Studio) targeting enterprise customers, designing content that served end users, practitioners, and executives simultaneously
- Led end-to-end content design for AI Studio, from billing and admin controls to product flow
- Created Content Design AI Guidelines, including, but not limited to: UX principles, tone, terminology, error messages (hard coded and LLM generated), components, and the voice of the AI itself
- Won Hackathon with a prompt engineering project to create personalized, dynamic upsells
- Created Content Design Learning & Development program
- Hired and mentored Content Design Apprentice, who was then hired full-time

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.
- Continued education on Content Design AI work presenting to the company and creating a dedicated segment for AI 101, a part of every employee's onboarding
- Executed *my tasks* NUX experiment, leading to one of the largest adoption wins in Asana history
- Wrote Asana's *Writing for Accessibility* guidelines using WCAG standards
- 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 (née Facebook) Pay, a 0-1 product enabling commerce across Meta apps
- Managed 4 full-time direct reports and 1 contractor
- Led 3 pillars (B2B, B2C, Checkout and Merchant Services) accounting for the majority of Meta revenue, navigating complex regulatory requirements and compliance constraints across global markets
- 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 full-time 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

Speaker, *Asana Tech Summit*, 2024

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*, 2017

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

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