



TAYLOR
HOWARD

PRINCIPAL CONTENT DESIGNER

586.306.8229 taylordhoward@gmail.com

Content leader specializing in complex products and AI-powered experiences; known for bringing clarity to ambiguous problem spaces, building durable content systems, and using AI to scale high-quality content across cross-functional teams.

OVERVIEW

Cash App, San Francisco, CA

Dec 2024-Feb 2026

Principal Content Designer, Lending and Commerce Organization

Launched Cash App Afterpay Writing Assistant: an internal AI "TayBot" for compliant, on-brand copy at scale

Launched Cash App Afterpay: BNPL integration on Cash App (Afterpay on Cash App Card & Applet)

Asana, San Francisco, CA

June 2022-Nov 2024

Content Design Organization Lead, Artificial Intelligence

Launched Asana AI Studio: AI-powered product suite and intelligence layer

Launched Pricing & Packaging: Ecosystem-wide rollout of new plans, billing flows, and terminology

Meta, San Francisco, CA

Apr 2018-May 2022

Content Design Lead, Social Impact

Launched Covid-19 vaccine FAQ worldwide

Launched pediatric vaccine FAQ

Content Design Manager, Payments

Launched Meta Pay: Global payments platform across Meta apps

Launched Bridge Builders: a 1:1 mentorship program for underrepresented external candidates

Content Designer, Connectivity

Alibaba Group, Hangzhou, China

Jan 2016-Apr 2018

Lead Content Strategist

AI PRODUCTS & SYSTEMS

- Built the Cash App Afterpay Writing Assistant, "TayBot," to generate compliant, on-brand copy using canonical style guidance, risk assessment, empowerment scoring, and cited recommendations.
- Designed interactive prototypes in Cursor AI and Figma to explore AI flows, then aligned stakeholders through async video walkthroughs that surfaced strategic rationale and informed product direction.
- Established content standards, office hours, and education for "TayBot", creating governance for how teams used AI-generated content, including guidelines, walkthroughs, show-and-tells, and usage models.
- Led content design for Asana's AI product suite (including [AI teammates](#) and AI Studio) designing conversational guidance, product voice, and instructional scaffolding that simultaneously served end users, practitioners, and executives in complex enterprise workflows.
- Created Asana's Content Design AI Guidelines, covering UX principles, tone, terminology, error messaging, and governance for human- and LLM-generated content
- Defined design vision for Asana AI and shaped company narrative for investors, earnings calls, employees, and product.
- Drove company-wide AI content education across content design, design, legal, and product teams, embedding AI practices into day-to-day work and creating an AI 101 segment for onboarding.
- Won an Asana hackathon with a prompt-engineering project that delivered personalized, dynamic upsells, showing how content strategy and LLM behavior design could drive measurable business outcomes.

PLATFORM STRATEGY & GROWTH

- Shaped content design for the Cash App Applet v2 redesign, contributing to a 20% lift in first-time loan conversions, \$5.5M in loan originations, a 17% lift in repeat-user originations, and 44 more loans per customer.
- Led content design for the Lending & Commerce organization across Cash App and Afterpay, defining system-level content strategy, brand positioning, and messaging across an interconnected lending ecosystem.
- Partnered with Legal, Compliance, Marketing, and Product to create Cash App Afterpay naming and messaging frameworks, then used them as a standard to accelerate time-to-market across surfaces.
- Led content strategy for Asana's "My Tasks" NUX experiment, contributing to one of the largest adoption wins in company history through clearer onboarding, value framing, and information architecture.
- Launched Meta Pay, a 0-1 product enabling payments across Meta apps.
- Led all three of Meta's Payment pillars — B2B, B2C, and Checkout & Merchant Services — representing the majority of Meta revenue while navigating complex regulatory and compliance constraints across global markets.
- Redesigned Meta's Actionable Insights, a project management and analytics tool for mobile operators and device manufacturers, increasing daily events by 34.7%.
- Increased Actionable Insights Highlights feed performance, improving MAP/WAP from 6.5% to 10%, time spent by 26% month over month, and CTR by 20%.

GOVERNANCE, TRUST & INCLUSION

- 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
- 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
- Developed and led Meta's Racial Justice Content Review across all Meta apps.
- Wrote Asana's *Writing for Accessibility* guidelines and embedding inclusive content to the design system.

LEADERSHIP & TEAM BUILDING

- Improved Asana's hiring process for content design by refining criteria, writing tests, scorecards, interview loops, and evaluation practices for senior IC and leadership roles.
- Created Asana's Content Design Learning & Development program and mentored a Content Design Apprentice into a FTE.
- Created *Meta Bridge Builders*, a mentorship program for underrepresented external candidates that led to two full-time hires and two contract hires in its first year.
- Managed Facebook Payments, including four direct reports and one contractor.
- Managed AliExpress's international content team, including seven direct reports and agency partners.
- Founded Asana's Writer's Room, creating a collaborative space for writers across the company to share work, strengthen alignment, and support creativity.
- Led Meta's DEI recruiting efforts for Content Design.
- Spearheaded Meta's Connectivity Growth team.

CREDENTIALS

Education Dartmouth College B.A., English; United World College, I.B. Diploma

Speaking and publications Asana Tech Summit, 2024 • University of Washington "Foundations of UX Writing", 2024 • Asana Design Conference, 2023 & 2022 • Afrotech x Facebook Innovation and Technology Summit, 2020 • Savannah College of Art and Design Embrace Conference, 2019 • China Academy of Art, 2018 • Econtent Magazine, 2018 • [Sprinkl.com](#), 2017 • Innovation Enterprise Digital Marketing & Strategy Summit, 2017 & 2016 • Master-Land 6th China Social Media & Digital Media Forum, 2016

Awards and Hackathons Best Cross-Functional Collaboration for AI-powered Dynamic Upsells, Asana Hackathon 2024; Finalist for Onboarding Redesign, Asana Hackathon 2023; Audience Choice for Facebook Elevate, Facebook Hackathon 2018; Most Innovative Project Finalist for 11.11 Livestream, Alibaba 2017; Best Project Finalist for #Happy1111, Alibaba 2016