

CODY BAY

Senior Content Designer · UX Craft, Brand Voice & AI Systems

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SUMMARY

Senior content designer specializing in UX execution, brand messaging and transforming craft into systems that scale — for people and for AI. Expert at translating strategy into clear, compelling content that strengthens voice, builds trust and creates consistency across product and marketing touchpoints. Five years at Meta/Facebook bringing creative solutions to commerce surfaces and leading the operationalization of Facebook's brand voice: building AI training infrastructure, creating measurable quality frameworks, shipping Figma-native tooling and influencing strategy up to executive level.

CORE COMPETENCIES

Content Design · UX Writing · Brand Voice & Identity · Content Strategy · Information Architecture · AI Content Systems
Design Systems · Cross-functional Collaboration · Executive Communication · Content Operations · Quality Frameworks
Tools: Figma · Adobe Creative Suite · Claude/LLMs · Workplace/Slack · MCP/AI Infrastructure · SEO · Data Analytics

EXPERIENCE

Senior Content Designer (IC5) · **Meta — Facebook** · Seattle, WA 2021 – 2026

Brand Experience Content Design team; owned brand voice operationalization across Facebook product.

AI Brand Voice System Lead 2026

- Built a four-layer AI brand voice system: AI-optimized guidance (100-point assessment matrix) → training data pipeline → AI-powered Figma plugin for real-time scoring → fix-a-thon feedback flywheel that improves training data each cycle.
- Designed a Claude skill to automate scoring and curation of before/after training pairs, powering a cumulative golden dataset feeding multiple AI content tools across teams.
- Shipped Figma plugin pilot (advanced to round 2 evals); updated 300+ high-engagement strings in a series of AI-powered fix-a-thons.
- Established scale model for voice quality tooling across Meta apps; methodology adopted as foundation for company's AI voice tooling playbook.
- Co-lead of Naming & Terminology Council. Ensured brand-alignment for 20+ proposed names and terms. Redesigned Council review process from manual to end-to-end AI agentic-driven workflow, removing complicated barriers for submission and saving an estimated 16 human hours per month.

Brand Strategy & Quality Systems Lead 2024–2025

- Created net-new Brand Scorecard: a Figma-native self-assessment translating Facebook's persona traits into checkable heuristics, adopted across multiple teams as canonical reference and integrated into company's experiment review pipeline for 100% experiment coverage.
- Led end-to-end external brand audit of young-adult-focused competitor apps; identified missing "Playful" tonal register and built evidence base that became the backbone of Facebook's brand revitalization strategy.
- Partnered with UXR to validate Playful tone hypothesis; crafted content variants, translated research into shipped guidance; secured exec alignment from VP Design and Head of Facebook on cross-functional persona shift.

- Brand strategy results in product: +.27% DAU from brand-aligned content (Creators/Professional Dashboard); 8/8 voice-optimized notification variants met or exceeded performance thresholds; CTR increased 3.6% → 4.1% (Monetization footer).

Brand Voice & Content Standards 2023–2024

- Operationalized Facebook brand voice across the app: embedded voice into product team visions, proposals and shipped experiences; shipped canonical app-wide product writing guidance.
- Co-led top-voted and most-attended Design Summit presentations and workshops on brand persona, 2 years in a row.
- Led bug bashes, office hours and fix-a-thons, resulting in measurable content quality improvements across product areas.
- Led guidance cleanup: consolidated and modernized Facebook content design standards documentation. Established governance process for authoring and maintaining standards, directly influencing Meta-wide universal CD documentation effort.
- Drove brand messaging audit with 35+ XFN stakeholders across the app, resulting in 40 proposed updates and multiple approved test candidates.

Content Designer, Facebook Marketplace 2021–2022

- Promoted from IC4 → IC5 for consistently solving problems at scale and influencing beyond product surface.
- Identified a YA trust gap in Marketplace's free category; retested with nuanced filter ("Free items in good condition"), unlocking 5,200 additional YA DAUs per day.
- Led cross-functional accessibility initiative on Marketplace Product Details Page, recruiting a v-team and driving a project plan that produced measurable MVA score gains.
- Drafted content for 60+ screens for Local Delivery pilot; owned stakeholder reviews, led multi-round PXFN reviews and negotiated policy exception to unblock launch.
- Identified and mitigated a company-wide legal risk around trademarked terms; convened CDs across Meta, resulting in updated Acrolinx terminology guidance.

Technical Blog Writer + Content PM · **Microsoft — Inside Track** · Redmond, WA Oct 2020 – Jun 2021

- Managed planning, scoping, budgeting and delivery of 20+ simultaneous content projects, including blogs, technical case studies and presentation decks.
- Managed team of writers, editors and graphic designers; collaborated with SMEs to synthesize complex technical information into audience-ready narratives.

Senior Content PM / Senior News Editor · **Microsoft News (MSN)** · Redmond, WA 2011 – 2020

Held progressive roles across 9 years, from Content Editor to Senior News Editor to Senior Content PM.

- Project lead of Microsoft News for Good, a global social impact initiative launched from inception and expanded to 15+ markets in one year, raising \$3M+ in reader donations.
- Led programming strategy, content planning and editorial oversight for MSN.com (500M+ unique daily users); managed relationships with 50+ content partners.
- Launched daily newsletter with 1,000+ signups on soft launch, exceeding open rate goal of 20%.
- Spearheaded award-winning Good News initiative, coordinating content partners, vertical leads and engineering teams.

Multimedia Producer / Online News Editor · **The Associated Press** · New York, NY 2000 – 2005

- Produced award-winning interactive online news features for AP and 400+ national member news organizations; expanded AP's product offerings to include interactive web content.
- Wrote headlines, edited copy and supervised wire feeds for breaking news directly to AP member websites and live tickers.

ADDITIONAL EXPERIENCE

Freelance Writer / Editor 2005 – Present

Regular contributor to The Seattle Times, Seattle Magazine, Puget Sound Business Journal, GOBankingRates, The Spruce, City Arts, The Travel Channel and more — covering business, technology, personal finance, lifestyle and culture.

AWARDS

Innovation Award: Good News project · Microsoft/MSN
Best Feature Writing · Society of Professional Journalists
Best Feature Story · Washington Newspaper Publishers Association
Best Story on the Arts · Washington Newspaper Publishers Association

EDUCATION & CERTIFICATIONS

B.A. French & International Affairs · Colorado College
Equitable Language Certificate · UC Berkeley, Haas School of Business
Project Management: Online Marketing Foundations · Project Management Institute
Dale Carnegie Women's Leadership Academy