

JESSICA KOGAN

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SUMMARY

AI-native content design and UX strategy lead with 10+ years building scalable frameworks for 3B+ users in ambiguous, 0-to-1 spaces. Leads content design on WhatsApp's AI team at Meta — architecting org-wide systems, driving cross-org AI strategy, and building AI-powered workflows that transformed how CDs work.

EXPERIENCE

Senior Content Designer, WhatsApp AI

Meta | Remote (Menlo Park, CA) | January 2024 – Present

- Lead WhatsApp's voice on Meta's cross-org AI Content Design v-team — shaping product direction, naming, and content standards across 4 FOA apps with 12 CDs and 3 Directors
- Architected scalable content frameworks adopted across Meta — a TOS consent system (+29% acceptance, unblocked 3 markets), an interest collection taxonomy shipping to billions of users, and a character attribution adopted cross-platform
- Led UX strategy for Meta AI in WhatsApp Groups, aligning the Head of WhatsApp, 4 VPs, and 6 Directors on a transparency framework spanning two encryption models — future-proofing expansion into Calling and third-party agents
- Shaped content strategy for one of WhatsApp's most ambiguous AI products — defining the end-to-end creation UX across 41 countries and 12 languages. 1.42M creators, 220% over quality goal, +1.80% new user topline
- Identified a cross-pillar opportunity for message translations, independently built the content strategy across consumer, Channels, and SMB — shipping to 2B+ users with 1.48M DAU, without dedicated PM support
- Adopted and extended AI-native workflows across WhatsApp's CD org — built a Second Brain system and reusable skills in Claude and Cursor, reducing content audit cycles from hours to minutes and enabling CDs to ship code

Content Designer, WhatsApp Consumer Messaging

Meta | Remote (Menlo Park, CA) | April 2021 – December 2023

- Defined the content architecture for WhatsApp Communities from 0-to-1 — information hierarchy, naming system, and onboarding framework across 6 PDs and 3 PMs. 100M+ DAUs, +12.4% admin comprehension, +6.8% comprehension
- Identified a systemic terminology inconsistency, then designed and executed the first app-wide term replacement in WhatsApp history — auditing ~400 strings across Android, iOS, and Web and establishing the governance methodology for future term updates
- Diagnosed friction between CD and cross-functional partners, then authored 3 cross-discipline collaboration frameworks presented at Design All Hands and adopted as org-wide standard practice for ~150 designers
- Onboarded and mentored 4 content designers; co-led a company-published course on workplace communication for all Meta employees

UX Writer & Content Strategist

Airtime | Palo Alto, CA | March 2019 – April 2021

- Led end-to-end content strategy for a social video chat platform, establishing the company's first voice and tone guidelines adopted across all product surfaces
- Built Help Center content operations from scratch — driving UX content decisions through user research that improved onboarding completion and reduced support contacts

Content Strategist

Wix.com | Tel Aviv, Israel | December 2015 – January 2019

- Led content strategy for Wix ADI, the AI-powered website builder used by 50% of all Wix users — defined the content framework for automated site generation, launching the second most-created template and driving 1.5M sites built
- Developed UX copy and marketing content reaching 120M+ users; architected a localization-ready content system across 9 languages for international scale

SKILLS

Design: Content design, product design, UX writing, content strategy, UX strategy, information architecture, interaction design, design systems, conversational design, human-AI interaction, prompt design

Leadership: Design direction, product strategy, design operations, cross-org alignment, stakeholder management, content governance, mentorship, design critique

Methods & Tools: User research, A/B testing, usability testing, journey mapping, accessibility (a11y), Figma, Claude, Cursor, analytics

Domains: AI/ML products, generative AI, responsible AI, messaging platforms, mobile-first (iOS/Android), conversational UX, multimodal design, localization, 0-to-1 product design

EDUCATION

Bachelor of Science, Advertising — University of Illinois at Urbana-Champaign | 2011 – 2015