

Leslie Chen

Content Designer

leslieleechen@gmail.com

SKILLS

- **Content design and UX writing:** Onboarding, navigation, feature naming, promotions, errors, and legal language.
- **Model training:** Quality evaluation rubrics, conversation design, and training prompts.
- **Content strategy and standardization:** Content systems, information architecture, and standard documentation.
- **Experimentation and data literacy:** Experiment plans, A/B testing, and Deltoid data interpretation.
- **Prototyping:** Cursor, Claude, VS Code, Orchard, and Android Studio.

EXPERIENCE

- **WhatsApp at Meta / Senior Content Designer**

March 2024 - PRESENT, Menlo Park in California

- **Drive content strategy for flagship products:** I craft content for in-app onboarding, error messages, user education, and complex navigation flows for WhatsApp Messaging, AI, and Expression products.
- **Enforce in-app communications standards:** My org-wide playbook for user education, promotions, and disclaimers accelerates decision-making across AI teams and ensures consistent, high-quality messaging.
- **Spearhead AI-assisted development for designers:** I rapidly built functional prototypes using AI-native tools; led training and office hours to scale these technical capabilities across the design organization.
- **Increased AI image generation by +21% (+180K users):** I also increased the percentage of net new users by +24% through strategic feature rebranding and A/B testing of the main label.
- **Boosted total AI image sends by +89%:** I led the content strategy for GenAI Calling Backgrounds and revamped the library of suggested imagery to maximize user engagement and send volume.

- **WhatsApp at Meta / Content Designer**

October 2021 - March 2024, Menlo Park in California

- **Founded the Content Quality Council to scale WhatsApp's content standards:** Created the writing guidance portal for all content designers and oversaw member initiatives for standard documentation and high-impact quality projects, ensuring style, tone, and voice consistency across the global product.

- **Messenger at Meta / Content strategist**

March 2020 - October 2021, Sunnyvale in California

- **Developed app-wide FAQ standards:** I created and managed the writing and style guidelines used to scale high-quality help content across the CMS.

- **Marin Magazine/ Digital Editor**

June - November 2018, Sausalito in California

- **Boosted unique site visits by 30%:** I used Google Analytics to identify popular topics, directed writers to create articles based on those topics, and worked with engineers to elevate those articles on the site.

EDUCATION

- **University of Southern California - English literature**

2013 - 2017, Los Angeles in California

Bachelor of Arts in English with an emphasis in Creative Writing