

BESS MYERS

CONTENT DESIGNER

bessrhmyers@gmail.com | bessmyers.com | linkedin.com/in/bessrhmyers/

Maker-minded, systems-oriented, principles-driven, AI-fluent designer. You can find me scaling CD efforts through AI, vibe coding prototypes, and developing frameworks for content infrastructure.

SKILLS: AI workflows; prompt engineering; product flows; storytelling; brand voice; design systems; UX writing

TOOLS: Claude; Figma; Cursor; VS Code

EXPERIENCE

CONTENT DESIGNER | META

June 2022 - May 2026, San Francisco, CA

- Led CD strategy on Facebook Profile Core Identity & Relevance, owning language and principles across 5 active workstreams that shape first impressions for 3B+ users worldwide for main profile, businesses and creators
- Used Claude to build AI content quality autopilot audit for 30+ Profile surfaces to detect issues and draft diffs; generated 150+ findings including accessibility, localization and brand voice/style issues; decreased false positive rate of high severity issues from 50% to 13% within 1 month
- Improved Explore surface notification see more rate 20% and click through rate 4% by developing data-driven content strategy for LLM-produced notifications
- Drove design system improvements and new component taxonomy across 92 components, 67 patterns, and 124 internal documentation pages, impacting 26K+ annual views
- Streamlined Facebook notification review process for the 1.3 million push and jewel notifications sent on average to users daily, decreasing review turnaround time by 50%

UNIVERSITY RESEARCHER & EDUCATOR

Sept 2012 - June 2022

- [Published](#) peer-reviewed journal articles, book reviews, book chapters, and public essays
- Taught English writing and literature to 500+ students at 3 research institutions: University of Oregon, University of Memphis, University of Illinois
- Awarded over \$20,000 in individual grant funding to support research
- Directed 40+ instructors to migrate courses online in 2020 and offered pedagogical support

EDUCATION

PhD, COMPARATIVE LITERATURE (Rhetoric) | UNIVERSITY OF OREGON | Eugene, OR

MA, CLASSICS (Greek & Roman Studies) | UNIVERSITY OF OREGON | Eugene, OR

BA & MA, ENGLISH | THE COLLEGE OF NEW JERSEY | Ewing, NJ