

James Hawkins

Senior Staff Content Designer · UX Writer · Content Systems & Strategy

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SUMMARY

Senior Content Designer with 13 years leading content strategy, systems, and standards across complex product spaces. Skilled at developing content principles and naming frameworks, partnering with design, research, engineering, legal, and executive stakeholders to ship content that holds up under real scrutiny.

EXPERIENCE

Meta · Senior Content Designer

2018–2026

Signals & Measurement, Senior Content Designer · 2023–2026

- Founded Content Experimentation Growth (CXG), a cross-org content standards program adopted as a Monetization Design priority. Drove 183% half-over-half growth in tracked experiments across 13 content designers and 7 teams.
- Defined naming, terminology, and clarity standards adopted across advertiser-facing surfaces; one initiative alone lifted adoption 12% through clearer content patterns.
- Partnered directly with legal and compliance teams to write and govern advertiser-facing data and privacy disclosures under FTC/GDPR scrutiny, translating regulatory complexity into trustworthy, plain-language user experiences.

Content Design Manager, Ads Insights · 2022–2023

- Built a content design discipline from scratch, hiring and developing 4 content designers; led the team through 2023 layoffs with zero attrition.

Content Designer, A/B Testing · 2018–2022

- Co-authored an 18-month product and content strategy that drove the team's pivot to a platform model, establishing reusable content patterns that scaled A/B testing into 8+ surfaces across Meta.
- Stepped in for an unstaffed adjacent team (organic A/B testing) to keep momentum going, driving test creation across 4,000+ Facebook Pages (10x goal).

Avvo

2016–2018

Principal Content Strategist · 2017–2018

- Led content strategy for a free legal Q&A product, building content principles and frameworks for translating complex legal and regulatory concepts into plain-language guidance for non-expert users navigating high-stakes, anxiety-inducing decisions.
- Directed a cross-functional team optimizing Avvo's user-generated content platform; built content systems supporting natural-language processing and machine learning initiatives to improve discoverability and relevance.

Content Strategist · 2016–2017

- Created content standards and test plans simplifying legal processes for first-time, often vulnerable users; led planning and creation of flagship guides built on those standards.

Expedia · Content Strategist

2013–2016

- Developed content strategy and IA frameworks for flexible landing page templates, enabling optimization testing at scale across millions of dynamic pages; collaborated with UX design across Storefront, Search, and Vacation Packages.

SKILLS

Content Design · UX Writing · Content Systems & Frameworks · Content Principles & Standards · Naming & Terminology · Cross-Functional & Executive Communication · Privacy & Regulatory Content (FTC, GDPR) · Data-Driven Design · A/B Testing & Experimentation · Figma

EDUCATION

Seattle University, Seattle, WA · B.A., English