

Jason Fox

Content worker with 10+ years and ~50 million tokens of experience

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I get excited by content systems, am obsessed with information architecture, and I'm as comfortable in a terminal as I am in a text editor.

EXPERIENCE

Atlassian

Lead Content Designer, AI Content Systems · Mar 2024 – Present

- Supporting teams with AI content systems that reduce time-on-task
- Running content governance and evaluation frameworks that safeguard quality and measure AI performance impact
- Building the infrastructure to bring content standards into our AI-forward content system

The UX Content Collective

Instructor · Apr 2022 – Present

- Designing and running workshops for AI content systems, voice and tone development, and Figma skills

Robinhood

Sr. Staff Content Designer, Equities · Dec 2022 – Sep 2023

- Focused on bringing peace of mind to our customers while making improvements to metrics like funded accounts, MAU, assets under custody, and ARPU
- Served as implementation lead in Robinhood's content governance council

Chime

Lead Content Designer, Growth · Apr 2021 – Dec 2022

- Helped the founding content design team establish content systems and standards, build a culture of empowerment and education, and optimize peer-to-peer payment experiences

Atlassian

Senior Growth Content Designer · Jan 2020 – Apr 2021

- Created a content-based foundation for the growth of Confluence and Jira
- Established an internal growth content design curriculum
- Led content-first product onboarding experiences

Oracle

Principal UX Writer & Conversation Designer · Aug 2018 – Jan 2020

- Created messaging frameworks for core audiences: IC, management, executives, and beyond
- Led UX writing and content initiatives across core products

Baymard Institute

UX Research Analyst and Writer · Dec 2017 – Aug 2018

- Conducted and translated large-scale e-commerce usability research data into UX articles, reports, and benchmark databases

Havenly

UX Writer and Copywriter · Nov 2015 – Dec 2016

- Helped to found Havenly's content team, creating standards, systems, and metrics for growth

Self-employed

Freelance UX Content Worker · 2012 – Dec 2017

- Worked with companies like Verizon, Havenly, Beyond Meat, Guilded, and Vinyl Me, Please

EDUCATION

University of Colorado

English writing with a focus on rhetorical discourse

Magna Cum Laude · 2006 – 2010

SKILLS

AI fluency

MCP building and maintenance

Notion and Zendesk proficient

Research & data analysis

Accessibility & inclusivity

Content governance

Context layer management

Feature naming

Information architecture

Stakeholder management

Product strategy