

Carissa Wodehouse

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I bring a decade of shaping product language at Meta, Uber, and Google. I delight in partnering with design teams to ship UIs that help people get things done, and I serve as a leader in building the systems, style guides, and AI tooling that scale that work across the board. I especially enjoy shaping product roadmaps with product teams, putting UXR insights into practice, and untangling sticky problems with engineering and legal partners (truly).

EXPERIENCE

Meta

Staff Content Designer — Enterprise Engineering

July 2024 – July 2026

- Led content design for AI-powered features inside Meta's internal tooling including Devmate (the AI for engineers), as well as supply chain and finance conversation-based AI assistants
- Scaled content strategy across a complex ecosystem of dozens of concurrent finance products, acting as the core reviewer for pillar-wide releases
- Defined reusable content patterns and guidance for complex interconnected products
- Key impact included shipping a product that saved more than 20M annually, launching a suite of conversational AI flows that reduced purchasing cycles from 4 months to 1, and representing CD for design leadership reviews

Content Design Manager — Enterprise Engineering

May 2022 – June 2024

- Managed a team of 4–8 content designers across 3 pillars, supporting the team through multiple rounds of layoffs and reorgs, along with career coaching, promotion packets, and exits
- Collaborated in strategic roadmapping with leadership from product management, data science, engineering
- Led DEI initiatives for the org, including an accessibility fixathon with org-wide impact (for 5 years)
- Championed team through data-backed storytelling at exec reviews

Senior Content Designer — Enterprise Engineering

August 2020 – April 2022

- Put order to existing products through creating design systems where there had been none, developing taxonomies, renaming suites of products, and structuring intentional information architecture from zero
- Partnered with internationalization to launch products in 18 languages including Japanese and Arabic
- Defined best practices, mentored peers, and led creative exercises that shaped the vision for Content Design as a craft in Enterprise

Uber

Senior UX Writer — Uber Eats

May 2019 – July 2020

- Owned the consumer-facing experience for the Uber Eats app and website, collaborating with designers, researchers, marketing, and brand to deliver a cohesive product for tens of millions of users
- Ran A/B copy tests with data science and marketing, first identifying high-impact opportunities and then crafting variations of copy to achieve business goals such as increasing cart size and paying subscriptions
- Built guidelines and process improvements with localization for well-contextualized translations across 43 languages
- Wrote cross-org style guides — including promotions copy for operations teams and scalable emoji guidance for engineers
- Appointed CFO (Chief Fun Officer)

Google

UX Writer (contract) — Search Homepage, Small Business Ads

Feb 2018 – Apr 2019

- UX writer for Google Search small business ads, partnering with PMs, designers, researchers, engineers, and marketing for a search results experience surfaced at the very top of Google local search results
- Shaped backend configuration tools enabling small businesses to input pricing based on variables like time and scope, connecting to a consumer quote feature that surfaced real-time pricing

- Owned style guides, copy testing, localization, and accessibility strategy across the surface

Udemy

Content Strategist (Contract)— Support Center

Jul 2017 – Jan 2018

- Produced UI and long-form copy for a multi-step instructor training tool
- Audited 1,000+ articles, PDFs, and videos to organize the knowledge base
- Created the foundational UX writing style guide and knowledge base templates
- Owned strategy and governance for content migration across the knowledge base, support center, and community in eight languages

CIMMYT (International Maize and Wheat Improvement Center)

Knowledge Management Communications Officer

Jan 2014 – Aug 2016 · Mexico City, Mexico

- Built the information architecture for a 1,200-person SharePoint intranet spanning 14 offices worldwide
- Project-managed a \$1M archival project, translating technical jargon into accessible language and coordinating across archivists and a third-party digital museum team

Earlier Roles

Content Strategist / UX Writer / Copywriter, Freelance (2012–2013) · **Sustainable Business Editor**, Social Media Today (2011–2012) · **Editorial Manager**, Celilo Group Media (2007–2010) · **Community Marketing Consultant**, Yelp (2006).

EDUCATION

Lewis & Clark College — B.A., English Literature

General Assembly — Product Manager course

Hackbright Academy — Python Intensive course