

JASON BUSHEY

CONTENT DESIGN & UX LEADER



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jason.e.bushey@gmail.com



Austin, TX

EDUCATION

B.A. English
Graduated with Honors
University of Vermont
2005 - 2009

ENGAGEMENTS

0>1 Product Design
Mobile App Design
Brand Voice and Tone
B2B and B2C eCommerce
Journey Mapping and Service
Blueprints
Content Marketing
Information Architecture
Content Modeling and CMS
Architecture
Taxonomy and Tagging Strategy
Search Engine Optimization

SKILLS

Manager, Leader and Mentor
Content Designer
Content Strategist
UX Consultant
UX Writer
UX Researcher
Figma Proficient
Accessibility Champion

ABOUT ME

I'm a content design and UX leader with 13+ years of experience solving customer challenges. I'm a relentless advocate for the people that use our products — regardless of background or ability — and I believe that managing with openness and empathy creates the space to deliver the best design work possible.

EXPERIENCE

META // Austin, TX

- ❖ Content Design Manager | May 2022 - May 2023
- ❖ Senior Content Designer | April 2021 - May 2022

Positioned on the Enterprise Products leadership team with 7 direct ICs reporting. Collaborated with XFN partners to deliver industry-standard internal products in highly-complex regulatory areas including privacy, supply chain, and revenue.

- Managed a team of content designers working to solve problems across numerous internal groups, provided creative direction on their work, and partnered with leadership colleagues to make strategic decisions in regards to priority, allocation and roadmap planning.
- Developed and launched product UI content, notification emails and chatbots, training videos, leadership summary decks and instructional wiki for an FTC-mandated privacy program product required for use by all 30+ business and product groups at Meta.
- Championed and facilitated equity initiatives across our org, including a "Building Inclusive Products" workshop. Certified in Equitable Language from the Center for Equity, Gender & Leadership at Berkeley Haas.

LIBERTY MUTUAL // Austin, TX & Boston, MA

- ❖ UX Lead | Oct 2019 - March 2021
- ❖ Senior Content Strategist | Nov 2017 - Oct 2019

Led the Liberty Mutual dotcom user experience team in its website redesign, voice and tone refresh, and platform transformation efforts that included:

- Leveraging and expanding upon a brand that saw a 300% increase in marketing recognition during my time there.
- Optimizing front- and back-end content design for page performance optimization, aggressive SEO growth, and industry-leading accessibility.
- Crafting UX experiments and improvements via A/B testing to drive internal KPIs including operational efficiency, customer throughput and lead gen improvements.

PUBLICIS SAPIENT // Boston, MA

- ❖ Content Design Manager & Lead | Aug 2016 - Nov 2017
- ❖ Senior Content Designer | Oct 2013 - Jul 2016

CMS Expert

Taxonomist

Project Manager

Agile Practitioner

INTERESTS

Laughing and lounging with my
wife and infant daughter

Walking, hiking, and practicing
the perfect frisbee toss with
Ruby, our Australian Cattle Dog

Biking, spinning, and playing
basketball

Listening to long-form niche
music podcasts while mowing
my lawn

Reading non-fiction

Doing my best to keep from
standing still for too long...

Strategic Content Design partner embedded in multi-disciplinary teams that helped plan and execute on client and business goals, simultaneously. Routinely positioned as “the glue” between design and development, key responsibilities included:

- Developing content models that re-framed design work as an exercise in content management architecture; how to make the new experience a true reality for our clients.
- Creating foundational technology documents — including taxonomies, metadata schemas, and tagging strategies — that bring dynamic content experiences to life.
- Crafting content marketing strategies that support channel mobility to deliver the right content at the right time to the user.

EARLY EXPERIENCE

BIZX, LLC + WIND N SEA CREDIT PARTNERS (SLASHDOT) // San Diego, CA

- ❖ Head of Content / Business Development | Sept 2012 – Aug 2013
- ❖ Digital Managing Editor | Oct 2011 - Sept 2012
- ❖ Content Producer | Oct 2010 - Oct 2011

Gained experience and expertise in digital content development, and learned how consumers find, respond to, and ultimately convert into sales on online platforms across a variety of industries through scalable content solutions.

VERMONT PUBLIC RADIO (VPR) // Colchester, VT

- ❖ Freelance Production Assistant | Aug 2009 – Sept 2009
- ❖ Production Intern | Feb 2009 - May 2009

VERMONT CYNIC (COLLEGE NEWSPAPER) // Burlington, VT

- ❖ Sports Editor | March 2008 – March 2009
- ❖ Beat Reporter | Oct 2007 - March 2008

REFERENCES

ANNE CASSON

VP CONTENT DESIGN

Publicis Sapient
617 320 8115

KEN SIGEL

DIRECTOR OF PRODUCT DESIGN

Drizly
617 359 8708

REBECCA SCHNEIDER

CO-FOUNDER

AvenueCX
202 288 6153

RANDALL SNARE

DIRECTOR OF CONTENT DESIGN

Meta
646 248 1167