

Frank Joseph Rudy

Lead Content Designer & UX Writer

 San Francisco, CA  (917) 650-7902  fjrudy@gmail.com  [linkedin.com/in/frank-joseph-rudy](https://www.linkedin.com/in/frank-joseph-rudy)

Award-winning **Lead Content Designer and UX Writer** with 10+ years of experience in **user experience**, **information architecture**, and **design systems**. Expertise in aligning **cross-functional teams** to craft **cohesive product narratives**. Track record of delivering **human-centered experiences** that balance **product requirements**, **business goals**, and **user needs**, using **empathy**, **logic**, and **data-driven insights**. Skilled at **curating training content** and **establishing evaluation criteria** for **large language models**.

Core Expertise

| | | | |
|----------------|--------------------|--------------------------|--------------------------------|
| Content Design | UX Writing | Content Strategy | Voice and Tone Development |
| Storytelling | Systems Thinking | Information Architecture | AI-Driven Content Solutions |
| Design Systems | Content Guidelines | Creative Leadership | Cross-Functional Collaboration |

Professional Experience

CONTENT DESIGN MANAGER II, MOBILITY • Uber • San Francisco, CA April 2022 – November 2024

- **Led content design projects** across 43 product sub-areas, collaborating with cross-functional teams, including Product Design, Research, Product Management, Engineering, Marketing, Support, and Legal
- **Curated training content and established evaluation criteria** for large language models (LLMs)
- **Partnered with leadership** to plan product roadmap, establish success criteria, and scale content impact
- **Built and mentored team of 7 content designers**, focusing on craft, teamwork, stakeholder management, adaptive problem-solving, and UX best practices
- **Developed and documented content strategies** with guidelines, best practices, and strategic principles
- **Directed visioning, design, and production of content guidelines**, unifying product voice, elevating content quality, and **reducing support requests by 32%**

SENIOR CONTENT DESIGNER II, SAFETY • Uber • San Francisco, CA February 2021 – April 2022

- **Created user-focused product writing** for complex safety features across platforms, bridging digital and physical-world experiences
- **Crafted foundational content strategy** for multi-disciplinary projects, addressing regulated industry requirements while maintaining user focus
- **Influenced product strategy** through insights, data-driven proposals, and content improvements
- **Collaborated with research teams** to incorporate user insights into content decisions
- **Defined and refined scalable content systems, patterns, and best practices** for safety product suite
- **Drove stakeholder collaboration on messaging**, resulting in **first-time ridership increase of 3.6%**

SENIOR USER EXPERIENCE WRITER • YouTube • San Bruno, CA

February 2016 – February 2021

- **Made complex technology intuitive** to 2.75 billion daily viewers through clear, conversational UI text across mobile, web, TV, and voice platforms
- **Drove cohesive product narratives** across multiple touchpoints in collaboration with partner teams
- **Maintained unified voice and tone** across YouTube products, improving platform consistency
- **Edited and evolved product and content design guidelines**, socializing design system
- **Created foundational content framework** for YouTube TV launch (2,700 screens) that contributed to milestone of **2 million subscribers within first 20 months**
- **Developed dynamic cancellation flow** for YouTube TV that **decreased cancellation rate by 4.1%** and **increased paid retention by 3.2%**

Additional Experience

CONTENT STRATEGY CONSULTANT • Freelance • San Francisco, CA & New York, NY

- **Drove collaborative content-driven projects** for clients and agencies, including Google, HP Enterprise, Samsung, Skype, New York University, Publicis, Razorfish, and R/GA
- **Projects included** merchandising for Microsoft Store Online, Bank of America's consumer and small business credit card portal, Wells Fargo's bank procedures app, Mastercard's Priceless.com, intranets for Kate Spade and DDB, J.Crew's performance management system, and employer brand architecture for UNICEF
- **Crafted deliverables**, including style guides, help content, campaign assets, screencast scripts, navigational strings, onboarding copy, error messages, dialogs, notifications, and transactional emails, driving cohesive product experiences

PROJECT DIRECTOR • Columbia University Center for Digital Research & Scholarship • New York, NY

- **Managed cross-functional team and orchestrated operations** for digital educational products

Education

MFA in Dramatic Writing • UCLA School of Theater, Film & Television

BA in Psychology • State University of New York at Buffalo

Certifications

AI in Content Design: Ethics, Scale, and Impact • UX Content Collective

Agile Product Owner • Scrum Alliance

Digital Design • New York University

Tools

Google Workspace • Generative AI • Figma • Photoshop • HTML • CSS • JavaScript • XML

Awards

Best Mobility Design: Uber Rider • Silicon Valley UX Awards

Webby Award, People's Voice Winner, Best Streaming Video App: YouTube TV • International Academy of Digital Arts & Sciences