



Adrian Cubas

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EXPERIENCE

Senior Content & Conversation Designer | **Amazon**, San Jose, CA June 2024 – Present

- Own language systems for Customer Service AI, powering 30+ conversational flow and AI-generated responses across millions of support interactions
- Lead design of AI-assisted experiences, incl. summarization, intent prediction, & guided workflows, improving resolution rate by 9% and contact by 11%
- Develop a conversational flow builder from our content systems to enable rapid creation of AI-powered voice and chat flows, cutting build time by 22%
- Create and operationalize LLM writing guidelines and evaluation frameworks with ML teams to improve response quality, consistency, and safety

Senior UX Content Designer | **Mercari**, San Jose, CA May 2022 – June 2024

- Drove launch of AI product listing to reduce information and effort required to list an item, increasing daily list rate by 8% (+113,000 avg. listings)
- Developed guest checkout experience which increased transaction completion rate by 7% and registration CVR by 12%
- Revamped offers experience with onboarding and updated information architecture, increasing offers sent by 6% and completion rate by 8%
- Established content system for buyer & seller experiences, including taxonomy, reusable content patterns, and guidelines, to improve consistency by 27%

Senior UX Content Designer | **TikTok**, San Jose, CA Apr. 2021 – May 2024

- Led content across 15+ Ads Measurement, Signal, & Privacy products, simplifying complex data and ads workflows for global advertisers
- Redesigned Events Manager with a full content refresh and onboarding, resulting in a 18% reduction in setup time and 13% increase in successful setup
- Introduced AI-assisted diagnostics tools that guide users through troubleshooting & ad optimization, increasing first-time issue resolution by +6%
- Built and scaled cross-product content system across Ads, defining guidance and driving end-to-end adoption which improved annual quality score by 25%

Web Content Specialist | **CWC-Group**, Ontario, CA Oct. 2017 – Jun. 2021

- Set up web & email content strategy, driving +47% increase in traffic with SEO
- Restructured site information and architecture to improve content discoverability across key customer journeys

LEADERSHIP

Director of Content | **Develop for Good**, Remote Jan. 2021 – Present

- Introduce Content Design discipline and 50+ strategists to nonprofit projects
- Create resource handbook to onboard teams of PMs and content strategists
- Develop content system for messaging consistency across the platform

EDUCATION

University of California, Santa Barbara (UCSB)

Bachelor of Arts in English,
Minor in Business
Communications

UX + DESIGN SKILLS

Information architecture, UX writing, Content strategy, Content and design systems, User flows, Interaction design, Usability testing, User research, Concept testing, Heuristic evaluation, Accessibility Prototyping and wireframing, Content management systems

AI SYSTEMS BUILDING

Conversational design, Dialogue & model design, LLM interaction design, Prompt design, AI behavior design, Agent design, Human-in-the-loop systems, AI evaluation, Personalization systems, Automation design, Product strategy, AI prototyping, Vibe coding, Content generation tooling, Workflow automation

SOFTWARE + PROGRAMS

- Figma
- Adobe Photoshop/XD
- Cursor
- Claude
- GitHub
- Tableau