

SARA HASAN NAGY

Senior Content Designer • AI & Conversational Design • Brand Strategy

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"I'm a content designer, researcher, design thinker and storyteller with a passion for building products that solve problems."

PROFESSIONAL SUMMARY

Senior content design leader with 10+ years driving strategy, brand voice, and product impact at scale. Currently leading all content design for a new Facebook Dating experience. This includes building the content framework from scratch, defining app and AI agent naming and voice, and engineering the AI agent's personality and prompts. Equally fluent in UX research, voice and tone strategy, and cross-functional leadership across billion-user surfaces. One of a rare cohort of content designers who ships code (Cursor, Claude Code, Devmate, Nest). Background in international human rights brings global audience empathy and systems thinking to every design challenge.

EXPERIENCE

Senior Content Designer — Facebook Dating | Meta 2025 – Present

Sole content design lead for a new Facebook Dating experience, which is one of Meta's highest-priority 0→1 investments.

- Building the end-to-end content design framework from scratch, establishing standards, patterns, and governance for a brand-new product surface.
- Leading app naming and branding process and defining the product name, AI agent name, and brand identity for a standalone consumer app.
- Defining the AI agent's personality, voice, and tone; writing and engineering the prompts that shape how the AI communicates with users across the product in both chat and voice.
- Leading conversational design and prompt engineering for major leadership reviews and P0 goals/milestones.
- Publishing and shipping diffs directly using Cursor, Claude Code, Devmate, and Nest, reducing engineering dependency and accelerating launch timelines.

Senior Content Designer — Facebook Local & Events | Meta 2021 – 2025

Led content design strategy across Facebook Local, Events, and other core surfaces for Facebook's young adults engagement priority. Trusted SME, design leader, and educator across the organization.

- Built 0→1 notification and digest strategy for Local, contributing 18.6% of Hero Actions goal; helped team exceed targets (2.12K vs. 2K).
- Created Events content standards and frameworks that are now published on Dim Sum, Facebook's Design System.
- Crafted prompts and patterns that shaped LLM models and outputs
- Recognized for establishing extremely strong relationships with peers, XFN, and designers across the company. Deeply trusted and relied upon by Design, Product Manager, and Engineering peers.
- Launched unified Events/Local tab exceeding DAU goal (+11% vs. 8%) with 8.6M daily US/CA visitors and +95% CTR across sub-tabs.
- Led content and brand strategy for two weekly digests. Exceeded engagement goal by 35% (3.24% CTR vs. 2.4% target).
- Established voice and tone systems, canonical terminology, and content standards that became the organizational source of truth for GTM and leadership alignment.

- Delivered 1.2M recommendable Events to Google, expanding discoverability through enhanced brand attribution, metadata, and CTAs.
- Architected latent-content intercept patterns scaling across Jobs, Marketplace, and Local. Helped gain approval by Feed XFN and Facebook leads and added to Facebook's Dim Sum design system.
- Drove Facebook's Minimum Viable Accessibility initiative as sole Verticals lead; achieved 113% completion rate (1,250 tasks). Taught accessibility class to 209 content designers.
- Co-led FCD Boost Education Series, upskilling 100+ CDs and driving 67% increase in prototyping goal adoption.
- Earned two Stringy Awards for content craft excellence.

Senior Content Designer & UX Researcher | DaVita 2017 – 2021

Led digital content strategy and UX research for healthcare technology products serving patients and clinical teams.

- Set digital technology direction, design standards, and delivery for secure, branded, patient-centric products.
- Conducted end-to-end UX research to inform product design; increased usability and adoption across patient-facing products.

UX Evangelist, Curriculum Writer & Mentor | Springboard 2016 – 2020

- Served as subject matter expert for UX design program; developed curriculum and mentored emerging designers.

Content Designer & UX Designer | Freelance 2014 – 2020

- Provided content strategy and UX design to clients across industries.

Community Grants Coordinator | U.S. Department of State — South Africa 2009 – 2012

- Managed 30+ community projects annually under the Ambassador's Community Grants Program, overseeing \$400K+ in annual funding.

International Relations & Women's Empowerment | DC-Area Nonprofits & Government 2002 – 2009

- Managed global women's health and economic empowerment projects, including six years based in South Africa.

SKILLS & EXPERTISE

AI & Conversational Design: Prompt engineering • AI agent personality & voice • Conversational UX • Human-AI interaction

Content Strategy: 0→1 frameworks • Voice & tone systems • Brand & product naming • IA • Design systems • Storytelling

UX Research: Usability testing • Content testing • A/B experimentation • Competitive analysis • Research synthesis

Leadership: Executive influence • Workshop facilitation • Sprint leadership • Mentorship • Accessibility compliance • Relationship building

Tools: Cursor • Claude Code • Devmate • Nest • Figma • Figma Make • HTML/CSS • Vibecoding

EDUCATION

M.A. American University, International Affairs • Human Rights & Women's Rights

B.A. Middlebury College, Music/Violin Performance • Cross-Cultural Perspectives

IMPACT AT A GLANCE

- Currently building 0→1 content framework and AI agent for a new experience at Meta
- 3B+ users reached across Facebook products
- +80–100% Local daily active user growth on key PMF metrics, H1 2025
- 113% Facebook MVA completion rate as sole Verticals accessibility lead
- 100+ content designers upskilled through FCD Boost Education Series
- 2× Stringy Award winner for content craft excellence
- Ships code independently using Cursor, Claude Code, Devmate, and Nest
- Received U.S. Department of State: Meritorious Honor Award for Outstanding Teamwork for First Lady Michelle Obama’s visit to South Africa.