

SARA HASAN NAGY

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Content Design Lead specializing in AI system behavior, prompt architecture, and language quality at scale.

I design how AI systems communicate with people through defining voice, constraints, and evaluation frameworks that shape model behavior in production. My work focuses on improving clarity, usefulness, and user trust in AI-generated responses through structured iteration, prompt design, and quality evaluation.

EXPERIENCE

Senior Content Designer — AI Product (0→1) Meta (Facebook Dating) 2025 – Present

- Led design of a production AI agent's behavior: defined personality framework, prompt architecture, response constraints, and evaluation criteria.
- Built evaluation frameworks and review loops to assess model outputs, including tone adherence, instruction-following, edge-case handling, and safety.
- Iterated on model behavior from prototype to public test through structured output review, improving consistency, clarity, and failure handling.
- Developed prompt libraries, tone constraints, and reusable patterns to support scalable, high-quality model-generated content.
- Defined strategies for ambiguity, edge cases, and failure modes, ensuring coherent responses across unpredictable user inputs.
- Named the product and AI agent; created the full terminology and language system adopted across product, marketing, and engineering.
- Partnered directly with engineering, shipping production content in code (Claude Code, Cursor), ensuring system behavior matched design intent.
- Presented AI system behavior, risks, and quality tradeoffs to senior leadership in product reviews.

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

- Led content design for products reaching 3B+ users, defining voice, naming systems, and scalable content patterns across diverse contexts.
- Built notification and digest systems contributing 18.6% of H2 growth goals; exceeded engagement targets by 35%.
- Developed system-level content frameworks adopted by Brand and Marketing, accelerating go-to-market consistency and approvals.
- Served as Content Design Accessibility Lead, driving 113% completion across 1,250 tasks and integrating accessibility specs into Meta's design system (Dim Sum).
- Contributed to early-stage AI accessibility evaluation tooling, defining quality criteria, rubric design, and edge-case handling for model-assisted evaluation.
- Co-led internal education program upskilling 100+ content designers in systems thinking, prototyping, and accessibility.

Senior Content Designer & UX Researcher DaVita 2017 – 2021

- Led content strategy and UX research for healthcare products serving patients and providers.
- Translated complex clinical and regulatory requirements into clear, high-trust communication.
- Conducted end-to-end research: prototyping, usability testing, and synthesis to inform product decisions.
- Specialized in behavior-change communication, balancing clarity, empathy, and accuracy in high-stakes contexts.

UX Curriculum Designer & Mentor Springboard 2016 – 2020

- Designed UX curriculum and mentored early-career designers in systems thinking, product design, and communication craft.

Human Rights Communicator & Community Development Practitioner 2007 – 2018

U.S. Dept. of State + NGOs

- Six years in South Africa working in human rights communication and community development.
 - Designed communication for global, cross-cultural audiences, building deep expertise in clarity, empathy, and linguistic nuance.
 - Received U.S. Department of State Meritorious Honor Award for work supporting First Lady Michelle Obama's visit to South Africa.
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SELECTED AI SYSTEMS WORK

- Designed prompt architecture and evaluation framework for a production AI agent at Meta.
 - Built reusable prompt libraries and tone constraints for scalable AI-generated content.
 - Defined quality rubrics (tone, safety, clarity, usefulness) used to evaluate model outputs.
 - Established structured iteration loops to improve model performance from prototype to launch.
 - Partnered with engineering to align model behavior with UX intent in production systems.
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IMPACT AT A GLANCE

- Designed end-to-end AI communication system (voice, prompts, constraints, evaluation) for a 0→1 product.
 - Built evaluation frameworks enabling systematic improvement of model-generated content.
 - Defined edge-case and failure handling strategies for AI responses in production.
 - Naming systems adopted as org-wide source of truth across product and marketing.
 - Accessibility lead driving 113% completion across 1,250 tasks.
 - 2× Stringy Award winner for content craft excellence.
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SKILLS

AI & Language Systems

Prompt architecture • Evaluation frameworks • Quality rubrics • Model behavior design • Tone constraints • AI-generated content standards

Content Design

Conversational design • UI copy • Onboarding • Notifications • Error states • Behavior-change communication

Systems

Voice & tone • Naming frameworks • Terminology systems • Content standards • Pattern libraries • Localization

Leadership

Content strategy • Accessibility • Cross-functional influence • Executive communication • Mentorship

Tools

Figma • Claude Code • Cursor • Devmate • Figma Make • String Manager

EDUCATION

M.A. International Affairs — American University

Human Rights & Women's Rights

B.A. Music (Violin Performance) — Middlebury College

Cross-Cultural Perspectives • Pre-Medical Coursework