

# BYRON WILKES

they/he/she

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## Education

*University of California, Berkeley*  
MASTER OF ARTS (M.A.), DOCUMENTARY PRODUCTION  
GRADUATED 2013

*Middle Tennessee State University*  
BACHELOR OF SCIENCE (B.S.), JOURNALISM  
GRADUATED 2009

## Life before Silicon Valley & Fintech

*Peace Corps*  
YOUTH DEVELOPMENT SPECIALIST | JAN 2015-DEC 2015

*The Oregonian*  
REPORTING FELLOW | FEB 2014-JUL 2014

*Fellowships at Auschwitz for the Study of Professional Ethics*  
FELLOW | MAY 2013-JUN 2013

*UC Berkeley*  
GRADUATE STUDENT INSTRUCTOR | AUG 2012-MAY 2013

*The Reykjavik Grapevine*  
VIDEO & PRINT INTERN | MAY 2012-AUG 2012

*Richmond Confidential*  
REPORTER (CRIME) | AUG 2011-JUN 2012

*The Meridian Star*  
REPORTER (CRIME, VARIOUS BEATS) | AUG 2011-JUN 2012

*Jackson Free Press*  
FREELANCE WRITER | AUG 2009-MAR 2011

*American Red Cross*  
CONTENT WRITER | FEB 2010-JAN 2011

*John C. Stennis Institute of Government Research at Mississippi State University*  
SECRETARY | AUG 2005-AUG 2006

## Work Experience

*Atlassian* | SENIOR CONTENT DESIGNER | MAR 2022 - PRESENT

**MAR 2023 - PRESENT:**

- Lead content designer on internal messaging platform initiative, goal of which is unifying external messaging strategy and delivery across all surfaces (in-product, email, and others)
- Creating and evangelizing design principles via archival research synthesis and XFN collaborative workshoping
- Building and iterating developer documentation templates and IA as well as developer + design shared vocabulary, including federated contribution model

**OUTSIDE OF MAIN ROLE:**

- Mentoring, cross-training, hiring, and onboarding junior content designers
- Membership and leadership of Black + African-American Atlassian and LGBTQ + ERGs, respectively
- Project managing AI pilots to improve adherence to and discoverability of editorial content design standards

**MAR 2022 - MAR 2023:**

- Lead content designer on pricing and purchase XP scrum team
- Working with all other products' scrum teams to build pricing and billing XPs for new products and features
- Creating variants of pricing XPs for experimentation in Growth, including conducting UXR
- Keystone project: co-designed pricing example to visualize pricing plans and tiers, increased purchases by 5-10%
- Led content design guidelines creation for Atlassian's inaugural design language system for web

*Lyft* | JAN 2018 - FEB 2022

**CONTENT DESIGNER, PRODUCT DESIGN | JUNE 2019-FEB 2022**

- Lead content designer for various teams: pay, identity, integrity, risk solutions, enterprise (B2B suite), internal productivity, and data platform
- Keystone products: Lyft Family, Lyft Cash, gift cards, in-app rider pronouns, GDPR/CCPA portal
- Member of Black + African-American and LGBTQ+ ERGs

**CONTENT STRATEGIST, VOICE OF CUSTOMER | JAN 2018-JUN 2019**

- Managed RFP to unify Lyft's CMS solution with stakeholders across the company, including engineering, PM, marketing, localization, and customer support
- Built internal and external content strategies for customer support teams (help.lyft.com and in-app help)
- Up-trained new content specialists on industry best practices in content writing, editing, and management, including improving tools and processes by which specialists created and evaluated content

**CONTENT SPECIALIST, VOICE OF CUSTOMER | NOV 2016-DEC 2017**

- Designed content, in-app micro-copy, customer response email templates, new product and feature launches, IA, and change management processes
- Wrote, edited, and managed content for Lyft's online Help Center and other customer support touchpoints
- Keystone project: redesigned Help Center site based on analysis of intake volume and site usage patterns, resulting in ~\$5M weekly savings

*Google* | **CONTENT MANAGER (CONTRACT) | JAN 2016 - NOV 2016**

- Managed two internal help centers (global payroll, tax, and stock teams), focus of which were describing payroll processes and tax policies to make them understandable for all Googlers in addition to describing complex desktop procedures for internal payroll processors
- Identified self-service opportunities and improvements, including data visualization + strategizing content optimization