

# Sam Fuchs

Content | Design | Strategy

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*Accomplished content designer with 15+ years building product experiences. During the last three years as a content designer at Meta, I refined the content landscape for products like Instagram, Messenger, Shops, and Novi. Proven track record of creating influential content for Wix, Gap Inc., Tesla, DreamWorks and others.*

## EXPERIENCE

### Content Designer (Meta FinTech)

Meta

Feb 2022 - Apr 2023

- Developed UX content for payments platforms across FB, Messenger, WhatsApp, and Instagram.
- Digital collectibles: Developed a user-focused content strategy to simplify digital wallet connection. Lead to 250% increase in NFTs minted on IG MoM.
- CD + AI: Led the foray into the generative AI space for Meta's 300-person content design team, the world's largest CD community. Developed protocols and training for efficient and ethical use of AI tools by CDs.
- *Big win*: Revamped the content design for Meta FinTech's flagship *Trust & Safety* step-up product (SDC) involving P2P payments on Messenger. Dramatically improved SDC's ability to unblock good actors, resulting in an estimated \$167M revenue increase in 2022 alone.

### Content Designer (Novi)

Meta

Jul 2021 - Feb 2022

- Designed UX content and messaging for Novi, Meta's digital wallet and blockchain payment system.
- Created Novi Content Design Standards for the 300-person org (available upon request).

### Content Designer (Instagram Shops)

Meta

Mar 2020 - Jun 2021

- Led content design for IG Shops' pivot to appointment-based shopping during the pandemic.
- Initiated partnership with UX research team to discover how Shop owners were adapting to lockdowns.
- *Big win*: Boosted Shop owners' use of Booking tool by 80% through strategic content updates.

### Content Strategist

Wix, Tel Aviv, IS

Jan 2015 - Dec 2019

- Led template content creation process, from research to design to analysis.
- Led teams to Europe & US to build geo-specific templates as part of Wix' localization efforts.
- *Big win*: Developed template content strategy which drove increased conversion rates (+25% free users; +32% premium users YoY) via an innovative new set of templates.

Dec 2012 - Dec 2014

- Managed team of twelve designers to develop in-house creative sourcing system.

### Creative Director

Dec 2012 - Dec 2014

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Managed team of twelve designers to develop in-house creative sourcing system.

- Drove growth through strategic content and process improvements. including system for measuring designer efficiencies.

### **Graphic Designer**

Gap Inc, San Francisco, CA

Feb 2009 - Nov 2012

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- Drove UX design for Gap's sale-based mini-sites.
- Built content for digital marketing initiatives across Gap, Piperlime, Old Navy, and Banana Republic.

## **EDUCATION**

### **Design | Media Arts**

UCLA

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## **SKILLS**

- Content Design
- Content Standards
- Software: Figma, InDesign, Illustrator, Photoshop, Sketch, Canva
- Strategic Roadmapping
- Product Frameworks