

Peter Webb

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SUMMARY

Staff UX Writer and **content design** leader with 13 years shaping **consumer product experiences**, **generative AI** interactions, content systems, and **product strategy**. Leads work from early concept through detailed interaction design and launch, using research, data, Figma, and clear product judgment. Builds content principles, messaging frameworks, style guidance, reference examples, evaluation criteria, and repeatable processes that improve generated writing quality. Creates LLM prompts, grades model outputs, calibrates evaluators, and connects findings with practical product decisions. Partners with Product Management, Design, Engineering, Research, Legal, accessibility, and localization teams across ambiguous initiatives. Presents rationale and systems to senior leaders, supports writing critiques, and helps teams make clear decisions as products and models evolve.

EXPERIENCE

Staff UX Writer, Generative Experiences

January 2023 - Present

Northline Digital

Portland, Oregon

Leads **content strategy** and **UX writing** for generative consumer experiences, guiding model behavior, product language, evaluation systems, and launch decisions. Partners with design, product, engineering, research, legal, accessibility, and localization teams while presenting work to directors and executives.

- Set language direction for generative experiences from early concepts through production details and **launch** readiness.
- Created model writing principles, prompt patterns, reference responses, and evaluation rubrics for consistent generated content.
- Built grading sessions that ranked model outputs by usefulness, voice, safety, clarity, and interaction context.
- Connected interface copy with generated responses through a scalable content system used across product work.
- Aligned product decisions with Product, Design, Engineering, Research, Legal, **accessibility**, and **localization** partners.
- Presented **Figma** flows, quality findings, and generative experience strategy to directors and executive stakeholders.

Principal Content Designer

March 2020 - December 2022

Beacon Marketplace

Seattle, Washington

Owned content design for a multi surface consumer marketplace initiative, linking product strategy, research, interaction patterns, and detailed delivery. Established shared systems that helped product teams make consistent language decisions and brought senior leaders into complex launch choices.

- Owned **content design** for marketplace surfaces from product strategy through detailed delivery and launch planning.
- Created **messaging frameworks**, **content principles**, and style guidance adopted by multiple product teams.
- Led reusable Figma **interaction patterns** with component level content guidance and **reference examples**.
- Introduced **content critiques** and decision records that clarified complex launch choices for partner teams.
- Used research and analytics to refine information hierarchy, terminology, and critical decision points.
- Presented strategic recommendations to senior leaders and influenced roadmap decisions through clear rationale.

Senior UX Writer

June 2016 - February 2020

Harborlight Software

San Francisco, California

Led UX writing for account, communication, and transaction experiences across web and mobile products. Worked closely with product designers and partner teams to improve flows, document reusable language, resolve review concerns, and support writers through practical critiques.

- Led **UX writing** for account, communication, and transaction experiences across web and mobile products.
- Developed voice and tone guidance with examples for recurring **interaction patterns** and product states.
- Refined Figma flows, error states, onboarding sequences, and decision points with product designers.
- Coordinated reviews with Legal, accessibility, localization, **Engineering**, and **Product Management** partners.
- Used qualitative **research** and product data to resolve confusing language patterns in customer journeys.
- Mentored writers through critiques and project reviews, strengthening rationale and **systems thinking**.

UX Writer

October 2013 - May 2016

CivicPath Media

Austin, Texas

Created interface content for responsive consumer services, translating product requirements and research observations into clear language. Supported prototypes, stakeholder reviews, terminology decisions, accessibility work, and team critiques across recurring service flows.

- Wrote onboarding, form, notification, and transaction content for responsive consumer services.
- Converted product requirements and research observations into concise interface language for new flows.
- Created voice and terminology documentation for recurring product patterns and service journeys.
- Reviewed prototypes with design and engineering partners, identifying content gaps and edge cases.
- Prepared annotated flows and content rationale for stakeholder reviews and project decisions.

- Contributed to team critiques while building practical knowledge of **accessibility** and **interaction patterns**.

PROJECTS

Generated Content Quality System 📅 2024

Created a reusable system for model writing principles, prompt patterns, reference responses, grading criteria, and evaluator calibration. Connected quality findings with product decisions across generative experiences.

Marketplace Content Pattern Library 📅 2022

Built reusable Figma patterns with component level content guidance, examples, and decision records. Helped multiple product teams make clearer language choices across a consumer marketplace.

LEADERSHIP & AWARDS

- Recognized by product leadership for establishing a practical evaluation system for generated content quality.
- Selected to present generative experience strategy and model quality findings to directors and executive stakeholders.
- Trusted by writing peers to lead critiques, share rationale, and strengthen shared content practice.

EDUCATION

Bachelor's Degree in English and Digital Communication
The University of Texas at Austin GPA: 3.5
Coursework: UX writing, digital media, rhetoric, interaction design

2013
Austin, Texas

CERTIFICATIONS

- NN/g UX Certification 📅 2021
- Figma Professional Certificate 📅 2022

TECHNICAL SKILLS

- **AI Writing Systems:** LLM prompting, generative AI, model evaluation
- **Content Strategy:** Content principles, messaging frameworks, style guides
- **Evaluation Methods:** Evaluation criteria, output grading, evaluator calibration
- **Design Collaboration:** Figma, interaction patterns, detailed interaction design
- **Research Methods:** User research, qualitative research, product data
- **Product Delivery:** Product strategy, requirements, launch planning
- **Content Operations:** Reference examples, decision records, content critiques
- **Accessibility Practice:** Accessible content, accessibility reviews, inclusive language
- **Localization Practice:** Localization reviews, global content, translation readiness
- **Stakeholder Tools:** Executive presentations, cross functional reviews, design rationale
- **Interface Content:** UX copy, error states, onboarding flows
- **Communication Channels:** Web products, mobile products, consumer services

SKILLS

- UX Writing
 - Content Design
 - Content Strategy
 - Generative AI
- LLM Prompting
 - Model Evaluation
 - Content Principles
 - Messaging Frameworks
- Style Guides
 - Systems Thinking
 - Product Strategy
 - Figma
- Interaction Design
 - Accessibility
 - Localization

PROFESSIONAL AFFILIATIONS

- UX Content Collective, active participant in peer critique and content design discussions.
- Content Design London community, contributor to conversations on systems, AI writing, and product language.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST