

Rebecca Cassity

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Portfolio: RebeccaCassity.com

15+ Years experience in content design, UX writing, and content strategy

- I'm a holistic thinker with a system design mindset.
- I enjoy working in ambiguous spaces, on cross-org collaborations, and on building narratives for complex products with multiple touchpoints or modes of interaction.
- I'm known for being decisive, good at simplifying the complex, and always prioritizing users with empathy and compassion.
- I have expertise in building user trust and handling highly sensitive content, including privacy, regulatory compliance, risk, identity, AI, voice assistants, and passive sensing technologies.

WORK HISTORY

Google (Contract via Magnit): UX Writer and Content Designer, Travel Ads April 2025-Present / Remote

- Wrote and optimized content for Travel ads for B2B (Google Search Ads Platform) and consumer (search results page) experiences.
- Established the content strategy for new Travel ads features on the Ads platform, including defining the terminology and creating a future-forward plan for content.
- Built a framework for data prioritization in Travel ads on the search results page.
- Partnered closely with designers, researchers, product managers, and engineers to define patterns and content for the search results page.

Meta: Senior Content Designer, Trust and Privacy, AI, and Voice 2021-2025 / Remote

- Led content design for a number of experiences that touched all Meta devices and were seen by millions of users:
 - The Voice assistant across Meta devices
 - Privacy, Voice, and AI on glasses
 - Privacy across all Wearable devices
- Prioritized clarity and transparency when crafting privacy and regulatory content for permissions, consents, disclosures, and privacy notices.
- Collaborated with cross-org partners to establish principles, best practices, and patterns for privacy and regulatory content on all Meta devices.
- Developed mocks and recommendations that helped product, legal, policy, and leadership analyze risk and align on privacy strategy.
- Directed content design for the launch of Meta AI on smart glasses and multimodal AI features.
- Influenced roadmapping to prioritize projects that would have the most significant impact on user experience.
- Created templates that could be used with AI prompts to simplify writing initial drafts of privacy screens.

Rocket Mortgage: Senior UX Writer, B2B 2020-2021 / Remote

- Collaborated with design and UXR partners to develop a new, streamlined process for mortgage brokers to process client loans.

- Established company terminology guide for the B2B audience.
- Spearheaded the development of a UI style guide and contributed to new style guides.
- Mentored and provided guidance to interns, junior UX writers, and copywriters.

University of Wyoming: Web Accessibility Specialist 2019-2020 / Laramie, WY

- Performed accessibility testing to identify issues in the org's 500+ pages.
- Developed guidance to remediate accessibility issues.
- Planned and documented the process and created templates for communications.

Serendipity Confections: Founder/CEO 2013-2019 (Sold business) / Laramie, WY

- Launched award-winning candy brand and directed operations.
- Managed all communications, branding, sales, and marketing for both B2B and consumers.
- Used research, data, and empathy to ensure user satisfaction and drive growth.

Linux Journal: Marketing 1999-2013 / Seattle, WA + Remote

- Led design for all B2B (advertiser) and consumer content, including sales enablement and subscription management.
- Developed user journeys that were key to crafting multi-channel marketing strategies.
- Collaborated with partners on design and wrote content for 10+ websites and ecommerce stores, numerous email newsletters, and 1 app.

EDUCATION

Nielsen Norman Group UX Certificate (2022)

Pragmatic Institute Product Management Certification: Foundations (2021)

Oberlin College (Oberlin, Ohio) BA in Visual Arts: Focus on Interactive Media, English Minor