JULIAN MERCER

CONTENT DESIGNER

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PROFESSIONAL SUMMARY

Content Designer with 5+ years shaping product language, onboarding flows, and help content for web and mobile apps at Airbnb and Dropbox. Pairs UX writing with research and content strategy to reduce confusion and raise task completion.

PROFESSIONAL EXPERIENCE

Senior Content Designer Jan 2025 - Present
Airbnb, San Francisco, CA

- Maintain a shared voice and tone guide with design systems partners, covering 60 reusable patterns for buttons, alerts, and forms.
- Run unmoderated content tests on headline and label options, using the findings to settle disputes between product and legal reviewers.
- Coach designers on writing for accessibility, including plain language, descriptive links, and screen-reader-friendly labels.
- Lead content strategy for a guest messaging redesign, aligning three squads on terminology and shortening review cycles by about a week.

Content Designer Jul 2023 - Dec 2024

- Wrote and structured copy for host onboarding screens, shortening the average setup time by about 18% after two rounds of testing.
- Rewrote error and empty-state messages across the booking flow, lowering related support contacts by roughly 15% within a quarter.
- Drafted trust and safety notices with legal and policy partners, replacing dense wording that had driven repeated support questions.
- Reviewed copy changes in weekly design critiques, catching inconsistent terms before they reached engineering.

Content Designer Aug 2021 - Jun 2023
Dropbox, San Francisco, CA

- Wrote in-product guidance for file sharing and permissions, helping raise feature adoption among new teams by about 10%.
- Audited 220 help articles with support leads, merging or retiring overlapping pages and shortening the typical self-serve search path.
- Drafted email and in-app messages for lifecycle campaigns, improving open rates on onboarding series by 6 percentage points.
- Partnered with localization managers to remove idioms from strings, easing translation into nine languages with fewer review queries.
- Tested two versions of a sharing dialog with ten participants and chose the clearer wording, which cut mistaken permission requests.

CORE SKILLS

UX writing | Content strategy | Voice and tone | Information architecture | Microcopy | Figma | Content testing | Accessibility writing | Localization | Style guides | Help center content | Design systems | A/B testing | Stakeholder alignment

EDUCATION

B.A. in English, University of California, Berkeley, Berkeley, CA

CERTIFICATIONS

NN/g UX Certification | Google UX Design Professional Certificate