

David Williams

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Summary

I'm a product designer with a background in product strategy and content design. I've spent the past decade designing for a range of users and products, most recently building AI products at LinkedIn and defining principles for enterprise agents.

Skills

Product design — Figma, design systems, product strategy, UI design, UX writing

AI and agents — agent design, conversation design, prompt engineering, AI evals, responsible AI

Experience

LinkedIn — Senior Content Designer | March 2022 – July 2026

- Co-defined the agentic identity and conversational interaction model for Hiring Assistant, LinkedIn's first enterprise agent — driving \$500M+ since launching in 2025
- Co-built a prototype presented to LinkedIn's executive leadership and Microsoft's CEO, securing funding for future AI investment across LinkedIn's business areas
- Operated as design lead for content across all enterprise product teams, partnering with senior leadership to build a scalable engagement model that owned intake, prioritization, and IC support
- Partnered with product management, engineering, and other product designers to build, test, and launch products for over 1B LinkedIn users

Meta — Content Designer | October 2019 – March 2022

- Developed content frameworks, terminology standards, and pattern libraries within cross-functional product teams across Facebook Marketplace and Meta Quest
- Designed the account hierarchy and authentication logic for Meta accounts on Meta Quest, mapping flows and content to engineering and legal requirements
- Led content design initiatives that helped establish product-market fit for Marketplace's C2C shipping feature, including Seller KYC, PDP improvements, and purchase protection
- Partnered with engineering, research, and other designers to test and launch trust and safety features for Marketplace's C2C experience
- Managed the new-hire mentorship program for content design, building training sessions, program curriculum, and mentor support

The Home Depot — Senior UX Content Strategist | July 2018 – September 2019

- Led content design for Home Depot's suite of B2B products and mobile apps, including the Home Depot app — recognized as Forrester's 2019 top-ranked mobile retail app
- Served as design lead on Home Depot's 2018 NLP customer service agent — mapping conversation flows and validating responses against real success criteria with CS reps
- Joined the leadership team for Home Depot's company-wide design sprint facilitation program, partnering on planning and training, personally facilitating 7 sprints
- Defined and socialized UX Content Strategy's role as a strategic product development partner with ICs and senior leadership across the product org

Banyan Communications — UX Strategist | March 2017 – June 2018

- Established Banyan's first UX function, partnering with senior leadership to define UX's role, value, and engagement model as the agency expanded beyond its public health marketing roots
- Led UX strategy and design work for digital products, resources, and trainings — collaborating closest with product, engineering, and account managers
- Leveraged insights, research, and client partners to build and test designs for a range of public health projects

Education

University of Florida — B.S. in Public Relations, 2014