

MEREDITH CASTILE

meredith.castile@gmail.com · 415.802.4862 · [linkedin](#)

OVERVIEW

A full-stack content and conversational designer with proven product leadership and interaction design experience

RECENT WORK

[Intercom](#), Senior content designer, June 2019-present

- Designed our next generation Messenger (a system with machine-learning-generated answers, bot assistance, and human chat)
- Worked with Marketing and Sales on value-based pricing and packaging for the biggest A/B test in company history
- Developed information architecture for personalized onboarding
- Wrote [intercom.design](#) which drove a 300% increase in design and research applications

[Udemy](#), Content strategy lead, May 2018-June 2019

- Led the content strategy discipline, socializing best practices, hiring and managing UX writers, and coordinating across orgs
- Designed experiences for consumers (optimized mobile discovery and video engagement) and instructors (new hub and workflows for management, messaging, and reporting)
- Developed style standards for a new design system

[Google](#), UX writer, February 2016-May 2018

- Crafted new content experiences across Google Ads surfaces (ex: native apps, web UI) which drove revenue increases, reduced escalation volumes, and tested well qualitatively
- Managed 8 writers in a coach-player capacity, coaching them on craft, stakeholder management, and career development (contractors at the time, 3 went on to become full-time Googlers)
- Created and taught the Alphabet-wide UX writing curriculum, which I and others taught to 100s of Alphabet employees

SELECTED TALKS AND TEACHING

[SF UX Writers Meetup](#), Speaker, February 2020

Argued for the primacy of [conversational thinking](#) in UX design and presented a case study from my own work

[Stanford Ph.D. Pathways](#), Panelist, April 2019

Spoke about job paths in tech for former doctoral students and academics

[Hofstra University](#), Keynote speaker, August 2018

Addressed 2,000 first-year students and led seminars

[Stanford](#), Instructor, 2008-2011, 2015

- Developed new courses and workshops
- Taught literature in the classroom and online
- Coached international STEM/MBA students

**BOOKS AND
WRITING**

[Driver's License](#), Bloomsbury, 2015

Culture column, Vienna Review, now [Metropole](#), 2012-2014

Contributions to [Princeton Encyclopedia of Poetry and Poetics](#),
Princeton, 2012

EDUCATION

Stanford, doctoral graduate studies in literature

Northwestern, honors, magna cum laude, Phi Beta Kappa

Shift Nudge, Interface design, 2020 (in progress)

IDEO, Story design, 2016

University of Vienna, German literature, 2012

Yoga Alliance Certification, Avalon Palo Alto, 2007

Middlebury Language Institutes (French, German) 2005, 2006, 2010

Sorbonne, French language and civilization, 2007