

Patricia Gael

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SUMMARY

- UX Writer and Content Designer with 12+ years of experience simplifying complex workflows with clear, concise copy to support and empower people.
- Creative strategist, equally comfortable using AI to redesign a feature or crafting a pithy headline from scratch.
- Strong collaborator with a track record of driving alignment with teams and executive stakeholders.

SKILLS

- **Core competencies:** UX writing and content design for end-to-end user journeys, microcopy, content principles, messaging frameworks, style guides, content standards, information architecture, localization, accessibility, experience research, storytelling, cross-functional leadership
- **Artificial Intelligence (AI):** AI-assisted content creation, prompt engineering, model training
- **Tools:** Figma, Cursor, Claude Code, Google Gemini, Google Workspace

EXPERIENCE

Instagram and Threads (January 2019–May 2026)

Staff Content Designer/UX Writer, Trust and Safety (5 years)

- Served as the UX writing lead for large product teams, crafting product and design strategy alongside directors. Drove alignment on content decisions and regularly presented work to directors, executives, and other stakeholders.
- Spearheaded content for Community Notes on Instagram and Threads. Designed notifications and feed labels that helped the team to surpass its initial contributor signup goal by 13% and decrease the average time for a note to be accepted from 55 hours to less than 15. This increased the number of community notes published, making Threads a safer, more trusted place for conversation.
- Designed end-to-end content for a forthcoming AI-powered feature that will help teens build skills on Instagram. Pioneered AI content engineering practices, including using Claude Code and Meta AI agents to drive system prompt iterations, audit content and accessibility, and ship more than 20 diffs that addressed everything from strings to UX and interaction bugs.
- Co-led a strategy to build trust in Threads's content moderation practices. Wrote microcopy to redesign many user controls, including Hidden Words, which saw strong initial adoption (7.8m users, including 8.5% of top creators).
- Evolved Instagram's core brand by collaborating with Marketing and Experience Research on a language strategy to better reach core audiences. Developed an app tagline ("Share what you're into with people who get you") used in the Apple App Store and Google Play Store.
- Expanded teen safety measures to set the foundation for the successful reception of Instagram Teen Accounts. Developed the content to help teens adopt Teen Accounts, enrolling over 35 million teens in a safer experience and contributing to a +3.4% increase in parental alignment from a previous baseline of 33% (+0.2% over goal).

Senior Content Designer/UX Writer, Business and Ads (2.5 years)

- Proposed and drove a rebrand of Instagram's in-app advertising tools to make them easier to understand. Designed and conducted qualitative research and quantitative A/B testing. Developed a process to update nearly 700 strings. The rebrand increased advertiser's trust in the tools and resulted in an increase of ~225k monthly active advertisers.
- Steered a team of more than 40 Content Designers through a system-wide update from title case to sentence case, including developing a strategy for directly updating strings without engineering resources. The team shipped over 4,500 strings in a quarter.

Addepar (September 2014–January 2019)

Content Strategy Lead (3 years)

- Identified high-impact content needs for an enterprise SAAS web app used by wealth managers at Morgan Stanley and other financial institutions and grew the Content Strategy team from 1 to 4 (at a company of ~300 employees).
- Set a roadmap to align priorities from teams across the company. Managed 3 Content Strategists and led the team as we redesigned the Help Site, launched the company's first video training content, and defined a more efficient process to ship high-quality release notes.

Content Strategist (1.5 years)

- Founded the company's UX writing practice. Created style guide. Built a new help site. Collaborated with Product Designers on new features. Wrote API docs. Crafted marketing and training materials.

National Instruments (July 2006–July 2008)

Technical Writer

- Owned all documentation for an integrated hardware/software product line.
- Developed an XML structure to streamline documentation processes. Recruited and interviewed candidates. Co-edited the company style guide.

EDUCATION

Doctor of Philosophy (Ph.D.), English, Pennsylvania State University	2008–2014
Bachelor of Science, Chemistry and English, Iowa State University	2002–2006