

# Victor Beigelman

Product | UX | Writing

Brooklyn, NY

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## Skills

- Product roadmaps & execution
- Long-form and short-form writing under constraints
- UX strategy, information architecture, journey mapping
- Multi-audience UI content solutions at scale
- Terminology & content standards
- Localization & translation quality
- Voice & tone frameworks
- Product naming
- Figma & Sketch
- People management

## Education

University of California, Davis 2012

B.A. Economics, English

## Writing Credits

- America's Next Great Author Finalist
- Fiction & Humor: 365tomorrows, Points in Case
- Features & Essays: The A.V. Club, KQED Pop, The Bold Italic
- Ghostwriting: GigaOM, The Next Web, Forbes

## About

I'm a writer and content designer with over 10 years of experience across tech and media. My content and product solutions have touched more than 2 billion people worldwide and engage with some of the most complex issues around news and authoritative information consumption at scale.

## Experience



### Meta

Content Designer | Sep '22 - Present

Content design lead on cross-Meta social impact products, developing intervention patterns and systems for issues spanning health, civic, climate, equity, and more.

Content Design Manager | Aug '21 - Sep '22

Managed the News Content Design team — 7 direct reports at its peak.

Content Designer | Jun '17 - Aug '21

Led content design for Friending, User Pay, then Facebook News. Major launches: redesigned Friend Tab (2B+ users), Local on Facebook News (50M+ reach), 2020 US Election Results (200M+ reach), Bulletin publishing platform (130+ creators, 1M+ subscribers).



### Odyssey

Senior Content Strategist | Jun '16 - Apr '17

Managed team of 6+ content strategists overseeing 2,000+ creators in 120 local communities around U.S. Led email marketing and editorial-product experimentation to drive engagement for 40,000 nationwide creators.



### A Plus

Associate Editor | Jun '15 - Jun '16

Wrote and edited culture stories to monthly audience of 50M+ readers, maximized reach through search and social by leveraging SEO best practices and coordinating with celebrity influencer network.



### Facebook

Public Content Operations | Sep '14 - May '15

Manually labeled 500 public figure posts per day to build a data set of high and low-quality celebrity content, resulting in key feature updates for Facebook Mentions.



### Quixey

PR and Content Manager | Aug '12 - Jun '14

Managed company blog, ran social accounts, pitched reporters, wrote press releases and ghostwrote C-suite op-eds.