

Victor Beigelman

Model Behavior | AI UX | Writing

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Skills

- LLM design & system prompts
- Behavioral evals & rubrics
- Prompt engineering/optimization
- Prompt-response UX
- Vibe coding & prototyping
- 0-1 product execution & growth
- Terminology & content standards
- Localization & translation quality
- Voice & tone frameworks
- 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 work at the intersection of model design and UX, leveraging 13 years of experience in tech/media to shape AI model behavior at scale. I write prompts that define their personality, create evals that measure their safety, and lead teams that ship responsible AI products to over 1 billion people worldwide.

Experience



Meta

Senior IC & Content Design Manager, AI | Sep '22 – Present

IC work

- Wrote specs & system prompts for AI Studio, Imagine (20B images created), Meta AI (1B MAU) with a focus on personality & response formatting. Led CD on 0-1 launches for all three.
- Designed eval frameworks & rubrics to measure AI response quality & policy adherence across hundreds of scenarios.

CD leadership

- Current Head of CD at Meta Superintelligence Labs.
- Design lead manager for AI Studio, AI Media, & AI Consumption until Oct '25 restructuring.

Content Design Manager | Aug '21 – Sep '22

Managed the News CD team, leading UX and content execution for Facebook News, Bulletin, and Meta Info Centers (200M+ reach).

Content Designer | Jun '17 – Aug '21

Led CD 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 a team of 10 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.