

Elijah Windham

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Portfolios & Profiles

- [linkedin.com/in/elijah-windham/](https://www.linkedin.com/in/elijah-windham/)
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Skills

- Content Strategy
- UX Writing
- Information Architecture
- Voice & Tone Systems
- A/B Testing & Experimentation
- Generative AI
- Conversion Optimization
- User-Centered Design
- Accessibility (WCAG)
- Style Guides & Frameworks
- Figma

Education

Bachelor of Arts in Journalism & Mass Communications

University of South Carolina, Columbia, SC

Master of Science in Information Design & Strategy

Northwestern University, Evanston, IL

Awards

- **Lowe's Top Annual Contributor Award (2020, 2022, 2024)** - Recognized for significant contributions to business outcomes as a content designer and UX professional.
- **Facebook Stringy Award (2025)** - Recognized for outstanding clarity and directness in product messaging.

Staff Content Designer with 10+ years shaping product experiences, brand voice, and content systems at global scale. Track record of translating complex products into clear, high-converting language — across AI-powered tools, e-commerce, financial products, and creator platforms. Equally strong in strategy and execution: comfortable defining a content framework from scratch and perfecting the last line of an onboarding flow. Deep experience partnering with design, product, engineering, and research across fast-moving, cross-functional teams.

Experience

Staff Content Designer

Meta, San Francisco, CA | July 2025 - Current

- Led content strategy, new program naming, and A/B experimentation for Meta's Creator Fast Track launch across 5 markets — driving a +20.55% CTR lift for upsells and more than doubling creator application rates (15% to 32%).
- Designed payout hold messaging across 40+ scenarios affecting 900K+ creators, improving Messenger bot conversion from 15% to 25% — and won the 2025 Facebook Stringy Award for clarity and directness in product messaging.
- Defined the information architecture and content framework for Facebook's Content Monetization open program before design began — driving it from strategy to global launch across 12+ countries, giving millions of creators a clear path to eligibility and program access for the first time.
- Tripled non-paid group posting (12% to 40%) and quadrupled crossposting (5% to 20%) by reframing creator participation around reach, followers, and growth — generating 49M additional followers in 28 days.

Lead Content Designer

Lowe's Companies Inc., Charlotte, NC | June 2024 - July 2025

- Led content strategy across Quotes, Pro Business Tools, and Job Site Deliveries — improving task completion rates by 12% and reducing support contacts by 18% across key pro workflows.
- Drove online penetration for Pro Quotes from 13.3% to 14.7% through targeted content audits and redesigns, contributing to \$71M in revenue growth.
- Partnered with UX, product, and engineering to launch a scalable design process and framework that improved design handoffs and reduced rework by 25%.
- Mentored 3 junior content designers and led peer content reviews across the UX org — establishing quality standards that reduced late-stage revision requests and improved consistency across product teams.

Senior Content Designer

Lowe's Companies, Inc., Charlotte, NC | July 2020 - May 2024

- Optimized UX flows for cart & checkout, reducing task completion time by 18%.
- Designed error messaging, tooltips, and onboarding flows across Lowes.com's core purchase journeys — reducing content-related support contacts by 12%.
- Architected conversational UX for the Lowe's chatbot from the ground up — including user flows, decision trees, and dialogue design — improving issue resolution rates by 10% and reducing escalations to live agents by 15%.

Senior UX Copywriter

Lowe's Companies, Inc., Charlotte, NC | February 2019 - June 2020

- Led end-to-end content strategy for transactional email redesigns (sent to 10M+ customers annually), driving a 3.1% increase in open rates, significantly boosting engagement and leading to \$150M+ in new revenue from traffic driven to Lowes.com.