

Cayla Dorsey

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SUMMARY

Content-led designer with 7+ years shaping AI, growth, and consumer surfaces at DoorDash, Atlassian, and Microsoft. Translates ambiguous, AI-native problems into clear product language, voice systems, and shipped experiences trusted by tens of millions.

EXPERIENCE

Senior Product Designer, Ads & Promotions | DoorDash April 2026 – Present · *New York, NY*

- Pioneers AI-native workflows for the fastest-growing business unit (\$1B+ annual run rate), shaping experiences for both advertisers and consumers.
- Designs advertiser experiences that connect consumer intent to merchant offers, partnering with PM, engineering, and ML/AI research to define how AI-generated content shows up in front of users.
- Builds internal tooling that scales content design judgment and consistency across consumer and merchant facing product surfaces.

Senior Content Designer, Growth | DoorDash August 2025 – April 2026 · *New York, NY*

- Launched growth experiments that drove a \$500M increase in gross order volume, translating ambiguous business hypotheses into shippable, tested product copy and UX.
- Generated 5M monthly active user increase (annualized) through building and shipping a notification generator tool to scale push and in-app notification content by improving the consistency and content diversity.
- Set voice and tone patterns for new AI-powered surfaces, defining how the product should sound when it recommends, asks for input, or recovers from failure.

Senior Content Designer, Growth | Atlassian July 2022 – August 2025 · *New York, NY*

- Led content strategy for Jira and Confluence new-user onboarding and upgrade experiences, driving a 20% lift in day 1–6 return rate and 35,000 first-full-purchase conversions on Jira Software.
- Built the monetization content strategy for new AI features, designing premium-feature education and upsell flows that converted free users to paid plans.
- Shipped 50+ rapid-growth experiments per year alongside designers, PMs, and engineers; regularly presented insights and recommendations to executive leadership.
- Initiated qualitative user research to surface onboarding friction, turning findings into testable hypotheses that shaped the experimentation roadmap.

Content Designer II, Kids + Child Safety | Microsoft January 2021 – July 2022 · *Seattle, WA*

- Owned end-to-end content design for Microsoft Family Safety across iOS, Android, and web, lifting the app store rating from 2.6 to 3.7+ through mobile-first UX writing and messaging refinements.
- Architected the UX content system — tooltips, error states, empty states, and component documentation, that became the source of truth for the product surface and accelerated development across teams.
- Championed ethical, legally compliant language for child privacy and consent (COPPA, AADC), and presented the framework at Microsoft-wide safety events.

Content Designer, Kids + Child Safety | Microsoft January 2020 – January 2021 · *Seattle, WA*

- Established the unified voice and tone framework for the global Microsoft Family Safety product, creating a scalable system for an age-appropriate experience used by millions of families worldwide.

EDUCATION

Syracuse University Syracuse, NY

B.S., Information Systems and Public Relations — School of Information Studies (Dual Degree Program)