



# Designing Content Ecosystems

*Simplifying complex UX problems through collaboration and craft*

# Contents

✨ **Fundamentals** of my content design practice

✨ A few high-level **examples** of my work

✨ **Contact info** so I can share more details

# About me

I'm an experienced content designer with deep expertise in **establishing content standards** and **driving collaboration** across teams.

I specialize in **simplifying** complex user journeys and equipping teams with the tools and frameworks to **scale content strategy** with clarity and precision.

I'm known for providing **thoughtful, constructive feedback**, championing a culture of content **excellence**, and fostering a **calm, cohesive** team environment.



ABOUT ME

# Core values



## Curiosity

Always be learning



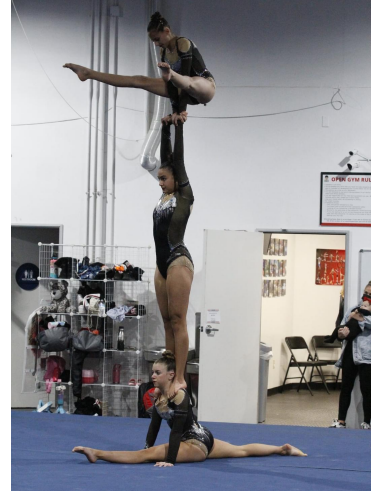
## Empathy

Listen with care



## Rigor

Love the details



## Respect

Trust each other's strength

# UX Writing Fundamentals:

## *Define the project's parameters*

### 1. Audience

**I begin with understanding our audience.**

Who is the **target** audience?

How many audience **segments** are there?

Can I partner with data science to **define the audiences** and their sizes?

### 2. Intent

**Then I research the intent of the content.**

What's the main intent of the content?

What do we want the audience to **know** or **do**?

### 3. Message

**Finally, I refine the message and its delivery.**

How do we want to **deliver** the message?

What's the right **tone** for the words, the visuals, and the interactions?

# UX Writing Fundamentals:

## *Define content principles*

### 1. Simplicity

Is the content at a **sixth grade** reading level or below?

Is it **concise**?

Is it **optimized** for the platform?

### 2. Clarity

Is there enough information to prevent confusion?

Do our words increase **comprehension**?

Have we **anticipated** users' questions and needs?

### 3. Utility

Does the user know what to do next? What's the existing mental model?

Can they **take action easily**, whether or not they're using hands or eyes or ears or English to interact?

Do our words **comply** with legal requirements?

# **Examples of my content design**

Systems, stories, and scale

# Airbnb.org's donation product

## Situation

Airbnb.org's donation product needed a visual update, flow simplification, and greater clarity throughout.

## Task

I provided content design leadership for a complete end-to-end overhaul of Airbnb.org's donation product.

## Action

I organized exploratory design sessions for key stakeholders in Figma, defined the **content design principles**, established the **content hierarchy**, provided **research** stimuli, and wrote everything from headlines to error messages.

## Result

Because we delivered a completely overhauled world-class product on time, we were able to run a large scale Giving Tuesday campaign targeting millions of users. We **doubled the number of high-value recurring donors**.

**Strategic Insight:** Bringing a strong content perspective is how I **collaborate efficiently** with product management, design, research, payments, legal, and engineering to reimagine flows and to optimize the content and design strategy to meet new goals.

**Before**

# 100% of your donation supports people in times of crisis



ONGOING

**Give a little every time you host**



Ongoing donations help sustain this program and provide housing for even more people.

ONE-TIME

**Give once**



Any amount makes a difference.

**After**

# Join thousands of donors making a difference

Millions of people are displaced from their homes every year. Your donations can help.

## 100% of donations fund emergency stays

Give a little with each payout

Give once

1%

3%

5%

Other %

[How does this work?](#)

Donate

By donating to Airbnb.org, you agree to our [Privacy Policy](#), [Donation Terms of Service](#), and [Payments Terms of Service](#). Airbnb Payments processes donations. [Learn more](#)

## Our community's impact

220K

guests housed

1.4M

nights of free, emergency stays

200+

countries with Airbnb.org hosts

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Other %

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### Our community's impact

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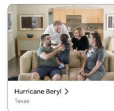
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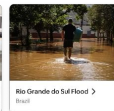
nights of free, emergency stays

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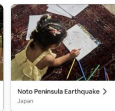
countries with Airbnb.org hosts



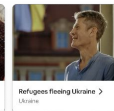
Hurricane Beryl >  
Texas



Rio Grande do Sul Flood >  
Brazil



Noto Peninsula Earthquake >  
Japan



Refugees fleeing Ukraine >  
Ukraine



#### Airbnb waives fees

Airbnb waives its service and processing fees and doesn't profit from Airbnb.org stays.



#### Airbnb covers all operational costs

100% of your donation helps people access emergency stays.



#### Donations may be tax deductible

Your donation is tax deductible to the extent allowable under local laws.

## Frequently asked questions

Have more questions? Visit the [Help Center](#).

How can I manage my host payout donation? >

Can I pause my host payout donation? >

Can I donate from split payouts? >

Where are donations tax deductible? >



Join thousands of donors making a difference

Donate now

# Redesigned content for Airbnb.org's List Your Space flow

## Situation

For the May 2023 launch, Airbnb Inc completely overhauled the user flow to add a listing to Airbnb. Airbnb.org needed to match this flow but keep its unique content, voice, and tone.

## Task

I coordinated with product management, design, research, engineering, and legal to update the flow and widely socialize our trauma-informed content design reasoning.

## Action

I defined the content design principles to guide content decisions for every step in the flow, ensuring we prioritized clarity and utility to reduce friction. I explained my reasoning in a roadshow our team presented to Airbnb Inc.

## Result

We achieved a complete end-to-end redesign of one of our most important user flows, completing the work in time for Airbnb Inc's May 2023 launch.

**Strategic Insight:** Persuasive storytelling brings external partners on board and builds their confidence and trust in the power of content design. By explaining the **impact** of trauma-informed content design, our Airbnb Inc partners in engineering and design got excited about Airbnb.org goals and wanted to learn more.

# Example of Airbnb's voice, tone, and UX



Exit

It's easy to get  
started on Airbnb

## 1 Tell us about your place

Share some basic info, like where it is and how many guests can stay.



## 2 Make it stand out

Add 5 or more photos plus a title and description—we'll help you out.



## 3 Finish up and publish

Choose a starting price, verify a few details, then publish your listing.



Get started

# Example of Airbnb.org's voice, tone, and UX

airbnb.org

Exit

You're ready to get  
started on  
Airbnb.org

## 1 Start with the basics

Share the location of your place and how many guests can stay.



## 2 Add essential details

Add 5 or more photos plus a title and description—we'll help you out.



## 3 Finish up and publish

Answer a few more questions, preview your listing, and publish when you're ready.



Get started

## Detailed guidance for guests using Airbnb.org credit

### Situation

Because Airbnb.org guests may be fleeing a warzone or fast-moving disaster without a working device, our team needed a **physical artifact** to provide them with guidance to using our program.

### Task

I developed the text for this flyer and created the content design in close collaboration with my **design** partner, our head of emergency response **operations**, our **customer support** lead, and our **localization** program manager.

### Action

I researched the content we needed to include through a series of in-depth interviews with key stakeholders on the Airbnb.org team. I wrote several iterations, abiding by trauma-informed content principles to improve clarity for guests in times of crisis.

### Result

This flyer was translated into **over a dozen languages** by Airbnb's localization team and distributed to guests around the world.

**Strategic Insight:** Operations and customer support leads often hold the keys to resolving the biggest pain points. Respecting their expertise can **unlock great cost savings** and **elevate the user experience**.

# How to use your Airbnb.org credit

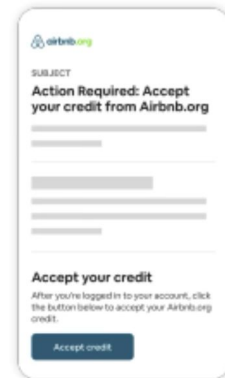
You have credit from Airbnb.org to book a stay on Airbnb. This Airbnb.org credit is just for you. Your immediate household members can join your stay, but this credit can't be given to anyone else.

Take these three steps to receive your Airbnb.org credit:

1. **First, login to your Airbnb account.** You must login to your own Airbnb account so you can accept the credit.

If you don't have an Airbnb account yet, please create one now at Airbnb.com. You'll need to upload a photo of yourself and your valid government-issued identification to create an account and make a booking. Your ID is stored and transmitted using secure encryption. Your photo will appear by your name on Airbnb.

2. **Second, check your email for your Airbnb.org credit.** Search for the email with the subject line "Action Required: Accept your credit from Airbnb.org." Check your spam folder if you don't see it in your inbox. If you have a Gmail account, double check the Promotions folder.
3. **Third, click "Accept credit" in the email.** This will take you to Airbnb and your credit will be automatically applied to your account if you're logged in. You can find your credit in your Account> Payments and payouts section.



**Next, search for a listing on Airbnb.** Enter your desired location, dates, and the total number of guests staying with you. If you're traveling with a pet, be sure the listings you consider allow them. Check the photos, reviews, house rules, and amenities to ensure you'll have what you need.

If you need a place to stay right away, click "Filters," scroll down, and toggle on "Instant Book."

**Contact the Host** if you have any questions or concerns about a listing. Scroll to the bottom of the page and click the "Contact Host" button.

# Simplified guidance for guests using Airbnb.org credit

## Situation

Executive leadership requested a simple, clear guide on using Airbnb.org credit for Airbnb.org guests fleeing the LA wildfires. Many had never used the platform before.

## Task

My design partner and I quickly created [this page](#), optimizing for trauma-informed design principles to assist these Airbnb.org guests in a time of crisis.

## Action

We made several iterations of the design and copy for key stakeholders in leadership, from a more detailed version to an extremely pared-down version.

## Result

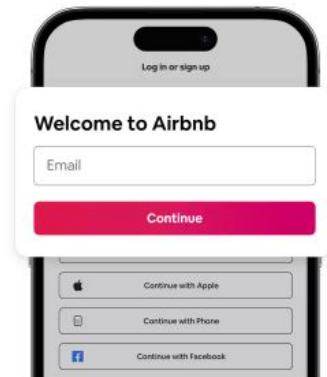
Leadership chose the following version to ship and disseminate widely, praising its balance of **simplicity** and **clarity**.

**Strategic Insight:** Showing content design iterations in design critiques builds trust and confidence with peers, managers, and leadership. I bring **options** to the table **with** a **recommendation and reasoning** so we can move forward quickly.

# Using your Airbnb.org credit

Book an emergency stay on Airbnb

## Accept your credit



### 1. Log in to your Airbnb account

You must [log in](#) to your own Airbnb account to accept the credit.

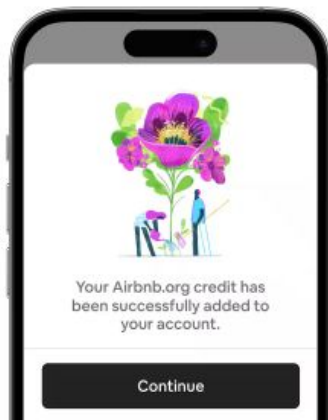
Don't have an Airbnb account? [Create one now at Airbnb.com](#) using the same email address where you received Airbnb.org credit.

Your Airbnb.org credit is just for you. You can invite others to join your stay, but you can't give your Airbnb.org credit to anyone else.



## 2. Check your email for your Airbnb.org credit

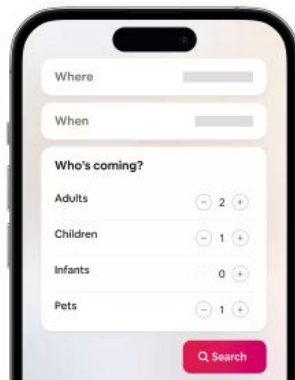
Search for an email from Airbnb.org. Check your spam folder if you don't find it in your inbox.



## 3. Click "Accept credit"

This will take you to Airbnb and your credit will be automatically applied to your account if you're logged in.

# Search for a place



## 1. Enter search details

Include the location, dates, guests, and pets.

Check-in *must* occur before your Airbnb.org credit expires. Your email invitation has the credit expiration date.

—

If you need to be near a specific location, add an address to your search to find nearby housing.



## 2. Open filter options

Click the filter button to access discounted listings and search for specific amenities.

—

Filters help you find listings that meet your specifications on accessibility, price, and various amenities.

You have special access to the Airbnb.org filter, which unlocks listings discounted by generous Airbnb hosts.



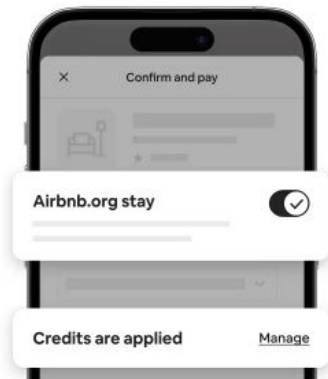
### 3. Access Airbnb.org discounts

Click the **Airbnb.org toggle**, then click “**Show places**” to explore your discounted options.

—  
If you don't find a discounted listing that fits your needs, click the Airbnb.org toggle again to turn OFF the Airbnb.org filter and broaden your search.

You may use your Airbnb.org credits to book any listing that works for you.

# Complete your booking



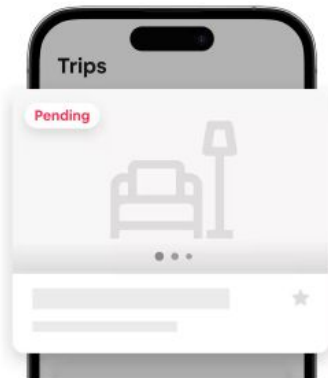
## 1. At checkout, select “This is an Airbnb.org stay.”

This makes your Airbnb.org credit available to pay for your stay, and ensures that service fees are waived.

—

If you don't select “This is an Airbnb.org stay,” you'll have to pay for the stay another way, and service fees will apply.

If you chose an Airbnb.org listing, this will be automatically selected for you.



## 2. The host has 24 hours to respond to your request.

You'll receive an email letting you know if the host accepts or declines your reservation request.

—

If the host declines your request, please search for another property.

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## Frequently Asked Questions

Have more questions? Visit the [Help Center](#).

How much Airbnb.org credit do I have?



Can I give my Airbnb.org credit to family members or friends?



Can I save my Airbnb.org credit for another use?



If I cancel my reservation, can I use the Airbnb.org credit again?



Will my Airbnb.org credit expire if I don't use it?



# Airbnb.org Content Guidelines

## Situation

The Airbnb.org Content Guidelines needed glossary, style, and legal updates. But it also needed to be remembered and used.

## Task

I updated Airbnb.org's Content Guidelines, creating an internal site to make our previously-underutilized Content Guidelines document more robust and user-friendly.

## Action

I conducted an in-depth listening tour with every Airbnb.org team to ensure accuracy and increase stakeholder buy-in.

I managed a writing contractor to continually update the site with the latest content developments.

## Result

The Airbnb.org Content Guidelines became a **go-to resource for cross-functional partners** in engineering, product management, design, strategic partnerships, customer support, operations, and leadership.

**Strategic Insight:** Regularly conducting **listening tours with subject matter experts** ensures that an organizational glossary reflects the most current and correct language. UX writers can then apply brand voice and tone standards to optimize content.

Airbnb.org

# Content Guidelines

**In everyday life and global crises, words matter.**

Airbnb.org's Content Guidelines are for anyone writing or speaking on Airbnb.org-related content. These guidelines help ensure that Airbnb.org content is clear, consistent, and accessible for our Hosts, guests, partners, and donors.

On styling and format, we follow the [Airbnb Writing Style Guide](#). On voice and tone, we follow this guide.

This document is intended to be a living resource, to be revised as our work and the world around us evolves.

# Legal Compliance: CA AB 488

## Situation

After California passed AB 488, Airbnb.org needed to update several fundraising touchpoints in product to come into compliance with the law.

## Task

I led the content updates in product, ensuring we made accurate and timely updates while maintaining the integrity of flows.

## Action

I evaluated our needs with my legal partner and developed several content alternatives.

I then executed a complex series of updates with a product manager, a designer, and engineers to ensure as little disruption as possible to the rest of our product work.

## Result

Our product was brought into compliance with the law **on time and in full**.

**Strategic Insight:** Being **clear on scope boundaries** enabled me to keep this project tightly focused on simple but essential content updates, achieving our goal without consuming unnecessary resources.

# Airbnb.org's 2023 Maui Fire Response

## Situation

Within hours of fires sweeping through Lahaina, Maui, our team began preparing for our response to provide free emergency housing for survivors.

## Task

I needed to collaborate with my design partner to complete a working version of a landing page for leadership in one day.

The unique geographic and economic realities shaped my approach to content design, while retaining Airbnb.org's specific **voice**, **tone**, and writing principles.

## Action

With strong **collaboration** between content, design, and marketing, I created several iterations of the content for review by key stakeholders, including our Maui partners.

## Result

Like all Airbnb.org emergency response pages, this one was visited thousands of times by affected members of the community, donors, guests, hosts, partner organizations, the general public, the media, the government, and other nonprofits.

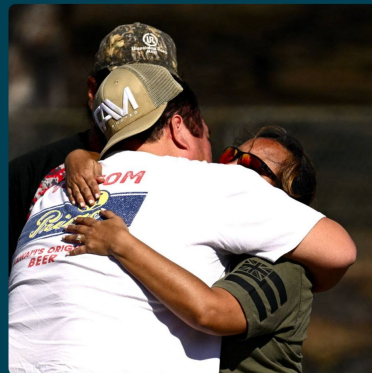
Our Maui community partner affirmed that I wrote this "the pono way." To me, there was no greater compliment.

**Strategic Insight:** Experience matters. Our support for each other and utter commitment to the work enabled us to create not only a useful public page but a bespoke version just for locals.

## Support Maui fire survivors

Every donation helps cover the cost of emergency stays.

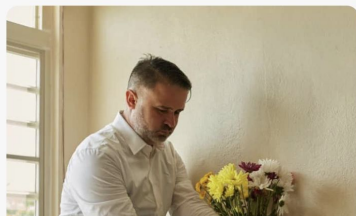
[Donate now](#)



## Your support makes a difference

Since 2012, over 250,000 people forced to leave home have found temporary stays through Airbnb.org programs.

You can help Maui fire survivors by offering temporary stays for free or at a discount through Airbnb.org, or by donating to fund Airbnb.org stays.



## Offer a place to stay

If you're able to offer a place on Maui, you can list it for free through Airbnb.org to support fire survivors, first responders, and others affected by large-scale crises.

If you're an existing Airbnb Host and if you're able, you can offer your place for

# Airbnb.org's 2023 Türkiye/Syria Earthquakes Response

## Situation

The devastating earthquakes of February 2023 in Türkiye and Syria triggered an Airbnb.org emergency response to provide free temporary housing for first responders and survivors.

## Task

I needed to create the content design for a landing page recruiting donors for an unprecedented **\$5M match**, along with a secondary ask for hosts to offer free housing. This required fast and close **collaboration** with cross-functional partners in design, marketing, engineering, operations, partnerships, and executive leadership.

## Action

Starting with my **content design system for emergency response landing pages**, I proposed design changes to improve **content hierarchy** for unique factors in this response, and created content iterations to improve the overall look and feel of the landing page.

We quickly evolved the design and content within hours and days of the quake, responding to the needs of our **localization, operations** and **marketing** teams.

## Result

Our team reached **new fundraising goals** and provided free emergency housing for **over 1600 survivors and first responders**.

**Strategic Insight:** Well-defined content systems can enable speed, versatility, and a consistent user experience in times of crisis as well as blue-sky moments.

Help house survivors of the T...

airbnb.com/e/turkiye\_syria\_earthquakes


Who we are


Donate

## Help house survivors of the Türkiye and Syrian earthquakes

Survivors and first responders urgently need temporary housing. Every donation will be matched up to \$5 million USD total, doubling your impact.

Donate now





## Your donation will be doubled

100% of your donation goes directly to connecting impacted people with free, temporary housing in this and other crises.

Donations will be matched up to \$5 million USD total, doubling your impact.

Donate now

## Offer a place to stay

Sign up

If you have a place to offer in Türkiye, you can list it for free or at a discount for earthquake survivors and first responders.

# Airbnb.org's 2022 Ukraine emergency response

## Situation

Russia's invasion of Ukraine in February 2022 triggered the largest refugee response in Airbnb.org history.

## Task

I was responsible for initial drafts and iterations of the content design for the landing page, as well as for close **collaboration** with our partners in **communications** for newsroom posts, **customer support** for Ukraine-specific articles, **community management** for resource center articles, **marketing** for host and donor recruitment emails, and a variety of other content needs.

## Action

I partnered with Airbnb.org's content design manager to create an **intake system** to track the content requests coming in every hour. I attended daily standups, created a variety of quick iterations, and represented content design in design critiques.

## Result

Over **100,000** people received free temporary housing thanks to a massive cooperative effort from Airbnb.org and Airbnb Inc.

**Strategic Insight:** Quickly building relationships of trust and respect with cross-functional colleagues enables teams to strip away ego, focus on the goal, and accomplish more than they had ever imagined.

# Help house 100,000 refugees fleeing Ukraine

Offer stays for free or at a discount through Airbnb.org, or donate to help our funding stretch further.

[Host a refugee](#)



Els is a Host in Rome who hosted a refugee through Airbnb.org.

## Check out more of Airbnb.org's 2022 work

I provided content design support or leadership for every major product launch in 2022, from **script-writing** for videos to copy and editing for landing pages, emails, newsletters, briefs, and more.



# Airbnb.org's Impact Report

## Situation

After incorporating as an independent 501(c)(3) nonprofit in 2020, the Airbnb.org team was ready to create its first impact report in 2023.

## Task

I **managed a team of contract writers** in partnership with the director of research and a consulting research firm to create the stories supporting the thesis of the report.

## Action

I led weekly writers' meetings, provided editing support and writing mentorship, and facilitated opportunities for contract writers to own and present their work to leadership.

## Result

This report was printed and delivered to the Airbnb.org board, large-gift donors, and Airbnb.org's most committed hosts.

**Strategic Impact:** Mentoring and managing contractors is an incredibly rewarding way to scale content capacity and to create world-class material quickly.

airbnb.org



IMPACT REPORT  
2023

# MomsRising.org's Year-End Fundraising Landing Page

## Situation

MomsRising needed a fresh landing page to accompany the end-of-year fundraising for a politically-unprecedented year.

## Task

I created the landing page to which all MomsRising's 2020 end-of-year fundraising emails and social media posts pointed.

## Action

I wrote and shepherded the development of the graphic design for the page, which was used throughout the campaign.

## Result

The campaign **exceeded MomsRising's year-end fundraising goal.**

**Strategic Impact:** A streamlined landing page that has **a clear goal, clear audience, and clear message** not only performs well, it enables easy data tracking and reporting.

# Keep Rising!



**Give today to power up the  
MomsRising movement for  
2021 and beyond!**



MomsRising.org  
MamásConPoder.org

# MomsRising Year-End Fundraising Modal for Desktop and Mobile

## Situation

MomsRising needed a unique fundraising strategy to increase year-over-year donations.

## Task

I created the copy and general design for the modal deployed on MomsRising.org throughout the 2020 year-end fundraising period.

## Action

I partnered with a graphic designer to create the modal, then partnered with the tech team and leadership to deploy the modal on MomsRising.org throughout the year-end fundraising period, and to track its performance.

## Result

The modal performed strongly: **Of those donating via the modal, one third were first-time donors.**

**Strategic Impact:** Modals can amplify limited-time campaign messages, increasing conversions and longer-term user engagement. Content designers can educate teams on how and when to deploy modals and other components to achieve business goals.



Tell Congress to #SaveChildcare!

TAKE ACTION



## Keep Rising!

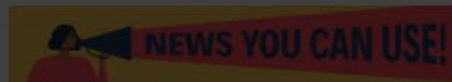
Give today to power up the MomsRising movement for 2021 and beyond!

**DONATE**



[about us »](#)

### New on the Blog





# Let's be in touch

Interested in seeing the details of any of these projects? Want to partner to create something great for the world? I'd love to hear from you.

- ❖ **Email me → [anitasarahjackson@gmail.com](mailto:anitasarahjackson@gmail.com)**
- ❖ **Let's connect on LinkedIn → [linkedin.com/in/anitasarahjackson](https://www.linkedin.com/in/anitasarahjackson)**

Reach out to request my resumé or to discuss your questions and ideas. I look forward to connecting with you!