Nick Bachan

Senior UX Content Designer

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SUMMARY

Senior UX content designer with 9+ years of experience, including owning content strategy for an LLM screening product launched in 4 countries and a component-based scheduling platform that tripled scheduled interviews to 9M a year. Recent work includes LLM evaluation rubrics, agentic experience design, and audits of AI-generated content.

EXPERIENCE

Senior UX Content Designer

Indeed | Austin, TX | Feb 2020 – Sep 2026

- **AI screening product:** Owned content strategy, messaging, and terminology for Smart Screening, an LLM-powered applicant screening product launched in 4 countries; contributed to 2x+ activation and nearly 3x subscribing companies
- **Content design system:** Co-built Smart Screening's component library with the principal and senior UX designers: 81 component sets and 490 components and variants, with legal-approved copy that partner teams inherited by default
- **LLM evaluation rubric:** Shaped a 28-dimension LLM evaluation rubric and wrote the success and failure examples an LLM judge used to gate every prompt change; audited live AI outputs and recommended prompt updates
- **Legal review leadership:** Created a new legal review format and led 4 rounds with 5 legal reviewers to launch a third-party credential verification feature that passed every legal requirement
- **Scheduling platform at scale:** Led content strategy for Indeed's scheduling platform across 4 partner teams; raised employer calendar connections 316% as scheduled interviews tripled to 9M a year
- **Self-serve Hiring Events:** Led UX and content design for self-serve event setup; within a quarter, employers created 75% of interview sessions on their own and job opt-in revenue rose 134%
- **GDPR privacy policy:** Condensed Indeed's 45-page privacy policy into one page with 9 sections and data tables for GDPR transparency
- **More AI and real-time products:** Led content for Interview Now live video interviews, AI Recruiter personalized questions, and evaluation criteria for Career Scout's AI scheduling agent
- **Mentorship and guidelines:** Mentored a content designer for 5 years; contributed to Indeed's content guidelines, including a content MCP server; published on the Indeed Design blog

UX Content Designer and Copywriter

Razorfish (Publicis Sapient) | Austin, TX | Sep 2017 – Feb 2020

- **Banking at scale:** Designed UX content and conversational experiences for a Citi retail services product with 90M+ regular users; also wrote for Costco and Patrón

Senior Copywriter and Email Content Strategist

83bar | Austin, TX | Jan 2017 – Sep 2017

- **Healthcare marketing:** Managed digital nurture campaigns and wrote conversion-focused landing pages, ads, and surveys for healthcare clients

Email Content Strategist and Copywriter
Dell EMC | Austin, TX | Jan 2015 – Jan 2017

- **Global B2B email and CMS research:** Managed global B2B nurture email in Eloqua and led a UX research project to optimize a modular CMS

Columnist and Content Writer
Mathys + Potestio | Austin, TX | Jan 2015 – Jan 2017

- **Advice column:** Wrote articles and the column "Helpful Notes from Nick" for creative professionals

SKILLS

Content design: UX writing, content strategy, microcopy, product messaging, terminology, content guidelines, content systems, design systems, conversational design, content audits

AI and LLM content: AI content design, LLM evaluation, prompt evaluation, evaluation rubric design, LLM-as-a-judge examples, AI output audits, AI agent guidance

Collaboration: Cross-functional collaboration, legal and compliance review, UX research, lo-fi prototyping, mentorship, storytelling

EDUCATION

The University of Texas at Austin | Bachelor of Business Administration (BBA), Marketing | Minor: Radio, Television and Film | 2011

Certifications: UX Writer Conference Certificate | UX Design, General Assembly | Eloqua B2B Master, Oracle | Creative Nonfiction Writing, New York University