



DESIGN SYSTEMS · CONTENT DESIGN

Jonathan David Brent

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Profile

Systems designer, content designer and people manager.
Passionate about systems thinking, design tools and making cool products together.

Skills

- Figma
- Origami
- Vibe-coding
- Design systems
- Visual comms
- Data analysis
- Writing
- Editing

Education

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|-------------|--|-----------|
| 2009 – 2010 | University of Melbourne | Melbourne |
| | POSTGRADUATE DIPLOMA, ARTS (Editing and Communications) | |
| 2004 – 2008 | University of Melbourne | Melbourne |
| | BACHELOR OF ARTS (Media and Communications; Linguistics) | |

Employment

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|--------|--|-------------|
| 2025 – | Content Design Lead, <u>Facebook</u> Foundation pillar | Los Angeles |
| | <ul style="list-style-type: none">• Built and trained the Facebook Design System AI agent, including content standards comprehension and application.• Identified and worked across product priorities at the pillar level, including Design Systems, Profile and Feed.• Revamped the information architecture of the Facebook Profile surface as part of a large-scale redesign—significantly expanding the number of biographical and interest-based details a user can add.• Designed, prototyped, specced and shipped experiences that simplified the Facebook Feed product system. These decluttered the experience and drove topline metrics gains.• Led content design work for the Facebook app on virtual reality headset Meta Quest.• As content design lead for prototyping, worked as an evangelist for high-fidelity design artifacts, including the use of Origami, and AI tools to vibe-code code-backed prototypes. | |

2022 – 2025

Content Design Lead, Facebook Design System

Los Angeles

- Created a program to distribute recurring, and highly-regulated, user interface copy via patterns in the Facebook design system library Figma file. These patterns include configurable props, to flex the UI language across various use cases. Lifted quality and efficiency—while mitigating risk.
- Created a program to help designers avoid potentially frustrating and expensive truncation issues. The idea: visualizing each component's coded text capacity and behavior in Figma, rather than relying on the approximation of character counts.
- Designed, prototyped, specced and shipped experiences to modernize Facebook's most visible systems of user interface copy app-wide. Lifted quality and topline metrics.
- Worked on designing and speccing new and updated components for the design system.
- Led a group of designers on an on-call rotation to help others at Facebook (and Meta more broadly) use Facebook's design system.

2019 – 2022

Content Design Manager, Facebook Feed team and Reels team

Los Angeles

- Coordinated across multiple disciplines (and 5,000 lines of code) to implement the rename of the Facebook News Feed product to simply 'Feed'.
- Graduated the Reels Content Design team from a subset of the Feed Content Design team to its own entity, and continued to hire Content Designers.
- Worked with cross-functional partners to define efficient and inclusive collaboration routines across the teams' disciplines.
- Coached Figma skills.

2016 – 2019

Content Designer, Facebook Feed

San Francisco

- Named the Avatars product, and co-designed the avatar experience with Product Design.
- Was one of the principle Content Designers on the launch of the Rooms video chat product.
- Created and implemented a rubric for simplifying the user interface copy on Facebook's Feed, making the interface feel airier, and lifting engagement metrics.
- Started the Content Design practice for reviewing and governing Facebook notifications.
- Started the Content Design practice for reviewing and governing additions to the Facebook Feed post design system.

2015 – 2016

Senior Content Producer, Australia Post

Melbourne

- Practiced content design in a cross-disciplinary UX design team.
- Provided content strategy for a portfolio of consumer products across travel, identity, insurance and prepaid cards.

2015 – 2019	Copyeditor, <u>The Lifted Brow</u>	Melbourne
	Applied, maintained and evolved the editorial style guide for this literary journal.	
2012 – 2015	Online Editor, <u>Acclaim</u> magazine (<u>Complex Networks</u>)	Melbourne
	- Formed editorial and native advertising content strategy. - Pitched, negotiated and produced sponsored editorial and video content. - Solicited, edited and wrote long- and short-form copy. - Managed interns.	
2011 – 2012	Freelance Content Strategist and Copywriter, <u>AKQA</u>	Melbourne
	- Wrote content and created content strategy for websites, microsites, banner ads, social media and eDMS. - Clients: Honda, Australia Post, Bank of Melbourne.	
2010	Technical Writer, <u>Fire Protection Association Australia</u>	Melbourne
	Provided copywriting, copy editing, diagram production and print layout for fire protection systems training manuals.	

Conferences

2025	JUMPSTARTER	Hong Kong
	<u>'Building Winning AI-Powered Products: Harnessing UX, Design Systems, and Trend Insights'</u>	
2024	AI Summit Seoul	Seoul
	<u>'Designing and Scaling AI-Powered Products'</u>	

Referees

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