

Duval Culpepper

Senior Content Designer · UX Writing · Content Strategy · AI Prompt Design · Growth & Conversion
New York, NY · duval.culpepper@gmail.com · linkedin.com/in/duvalculpepper · culpepperux.com

EXPERIENCE

Senior Content Designer

Care.com · Nov 2023 – Present · Remote

- Contributed to a **40% conversion lift in a single quarter** on the growth and monetization team
- Drove a **198% increase in basic-to-premium conversions** through a single CTA optimization test using causal framing and progressive-funnel messaging
- Designed end-to-end content for **Senior Care Advisor** — onboarding quiz logic, pre-rate card copy, landing pages, and CTA variants — generating **\$48K in revenue and a 28% conversion lift**
- Established Content Design style guides and content frameworks adopted across product teams and PMs
- Built an internal **AI-powered Content Design Playbook app** using prompt engineering to analyze A/B test data and surface a navigable content strategy library for cross-functional teams
- Spearheaded prompt design initiative integrating AI into product workflows; mentors team on AI tools, UXR data interpretation, and responsible use guardrails

Contract UX Writer / Content Designer

eBay · Nov 2022 – Apr 2023 · Contract

- Embedded with the Embedded Trust Initiative to reduce buyer friction across the eBay marketplace
- Developed content strategy to reduce Unpaid Item (UPI) rates for high average selling price (ASP) listings and auction transactions

UX Writer / Content Designer

KAYAK · Dec 2020 – Nov 2022 · Cambridge, MA

- **Explorer Loyalty Program:** Conceptualized, named, and built content for KAYAK's first loyalty program — driving **377,000 sign-ups (3% of all iOS and Android users)**
- **KAYAK Hotels (Sol & Luna):** Led brand conceptualization and copy for two sister hotel properties in Playa del Carmen — distinct identities, unified brand system
- **Tone of Voice:** Developed and evangelized product tone of voice guidelines adopted across the content and design org
- **Onboarding:** Streamlined app onboarding flows; validated that bite-sized visual onboarding outperforms long-form instruction in conversion

INDEPENDENT WORK

Sauntr · AI Prompt Design & Product Concept · www.sauntr.co

Designed product concept, UX voice, and onboarding narrative for an AI-powered spontaneous travel discovery app. Led prompt design for the app's conversational AI travel companion.

SKILLS

Content Design: UX writing · Conversion copywriting · A/B & multivariate testing · Tone of voice · Style guides · Content systems · Information architecture · User journey mapping

AI & Tooling: Prompt engineering · AI prompt design · Internal AI tool development · UXR data interpretation · Team training & AI guardrails · Figma · Amplitude Analytics

EDUCATION

Pace University – Lubin School of Business B.S. Business Administration · 2012

Emerson College Marketing Communications · 2005–2007