Adam Daniel Egelman

🔗 adam.social/portfolio a@adam.social

Designer

Skills

🧠 UX Design · UX, Marketing and Creative Writing · Naming · Information Architecture · Taxonomy · Systems Design
💻 Figma · Claude & Claude Code · Cursor · ChatGPT · HTML & CSS
🎤 Stand-up comedy (San Francisco, New York, Columbus)

Professional Experience

Meta (Threads) / Senior Content Designer
San Francisco / Jan 2025 - July 2026

Drove design for two of the largest growth launches in Threads' history during a pivotal period for the app.

- Saw that sign-up was costing Threads new users and pushed to treat it as a design problem. Moved terms onto the login screen, cut the “Powered by Instagram” barrier using research, and brought product, engineering, legal, and data science along. It became the biggest growth launch in Threads’ history and the login standard for Meta’s new apps.
- Shipped Dear Algo and Your Algo, a set of controls that help people understand why they see what’s on their feed and ways to customize it, working with research, data science, and engineering.
- Wrote Threads’ first content standards and product voice the design team writes from, and trained AI agents to draft on-voice copy to let that guidance scale across teams.
- Led content and documentation for Threads' first design system, and built a Claude skill that auto-generates documentation for new components. Prototyped features and copy directly in code using AI tools.
- Designed and wrote all content for the onboarding flow that opened Threads to roughly a billion Facebook users without Instagram accounts; the launch beat its user projections by 2x.
- Led weekly design critiques and team design jams, and helped shape the Threads Growth Product team roadmap each quarter.

Friends of Sunset Dunes / Founding Board Member & Comms Director (prev. Comms Director for Yes on K campaign)
San Francisco / Oct. 2021 - Present

Lead marketing and communications for the nonprofit stewarding San Francisco's newest oceanfront park, building on the winning ballot measure campaign that made it possible.

- Led content, editorial, and ad strategy for the winning YES on K campaign; wrote social, ads, polling, and email copy.
- Built the org's ongoing marketing — 14K Instagram followers, 16K email subscribers — and led two rebrands (Friends of Great Highway Park → Ocean Beach Park → Friends of Sunset Dunes).

Salesforce / Senior Content Strategist
San Francisco / Feb 2017 - May 2023

- Led content strategy for Salesforce's first content repository and governance tool. Onboarded 115 teams with 3,000+ assets, reaching 4,500+ employees with 100K+ content engagements. Reduced time spent finding content by 50%, saving Salesforce ~$13M/year.
- Reimagined Customer Success content team's end-to-end processes with a dedicated tool, workflow templates for 30 content types, unified intake process, and KPIs. Halved time-to-complete for key customer-facing content types.
- Transformed Expert Coaching consulting service (200+ SKU offerings) with new structure, content strategy, and creative direction. Doubled release output within three months; reduced average session creation time by 25%.
- Created new taxonomy model supporting customer channels and personalization; established governance for content refreshes and end-of-life.

Sequence (Acquired by Salesforce) / Copywriter & Content Strategist
San Francisco / Oct 2016 - Feb 2017

- Designed and rolled out brand content strategy for a Fortune 50 energy company across business units and online touchpoints; built analytics framework for performance, A/B testing, and audience-specific content.

Earlier: Content Strategy Intern, Facebook (2015) · Intern, The Verge (2013)

Education / Kenyon College - BA Political Science, Gambier OH