

Meghan Behnke

Content Designer | Product Design & AI Workflows

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Content designer working across enterprise AI, design systems, and complex technical products. I combine content strategy and information architecture with interaction design, visual direction, and AI-assisted prototyping to make experiences easy to understand and use.

EXPERIENCE

Visa | Content Designer, Visa Direct, Government Solutions, and Agentic Experiences

January 2026 - October 2026

- Delivered content strategy, prototyping, and UX writing for technical web and mobile workflows.

Selected work

- Wrote the first draft of Visa's conversational design guidelines to guide AI-to-human chat experiences.
- Led a content-first redesign as the sole designer and content designer for a platform serving 30,000+ regular users, with 50+ models and 200+ published agents. Owned the product model, information architecture, taxonomy, interface content, and visual direction.
- Used VS Code and Claude Code to build working HTML prototypes, shaping content, layouts, and interactions together. Partnered with engineering on incremental production implementation.
- Partnered on product definition and content for a treasury platform spanning nearly 20 modules, organizing complex requirements around end-to-end user journeys.
- Built content structures for public-sector experiences and used narrative design to make agentic travel and expense concepts tangible for leadership.

Visa | Associate Content Designer, Visa Product Design System

May 2023 - December 2025

- Served as one of two primary content designers during the system's evolution into a public platform spanning React, Angular, CSS, and Flutter.
- Developed scalable content models, aligned terminology, and shaped information architecture across 42+ components, 13 patterns, foundational guidance, and accessibility requirements.
- Established reusable guidance and governance; contributed to onboarding, SEO, QA, and communications in preparation for the March 2025 public launch.

Visa | Content Design Intern | Summer 2022

- Drafted content for the first iteration of the Visa Product Content Design System, then a style guide.

Visa | Technical Writing Intern | Summer 2021

- Authored new internal documentation using CMS tools; clarified existing content with up to 50% word-count reduction.

EDUCATION

Carnegie Mellon University | 2019 - 2023

B.S. Decision Science; B.S. Technical Writing

Minor: Human-Computer Interaction

CAPABILITIES & TOOLS

Content strategy; UX writing; information architecture; taxonomy; design systems and governance; interaction design; AI-assisted prototyping; cross-functional collaboration.

Tools: Figma, VS Code, Claude Code, Codex, Lovable, Replit, Miro, Mural, HTML/CSS, Adobe Creative Suite.