

Holland Kaviani

Content Designer for enterprise AI experiences
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Senior Content Designer, Microsoft - 2019 to Present

AI Content engineering

Three years working AI experiences at the intersection of prompt engineering, evaluation, and language design.

- Own prompt engineering and agent instruction design for Microsoft's Employee Self-Service agent, an enterprise HR/IT assistant used across hundreds of organizations, shaping its identity, guardrails, and emotional intelligence capabilities that resolved deployment blockers.
- Built the product's response quality framework and evaluation methodology for emerging areas like multi-turn conversation and localization, defining criteria and test plans where none existed.
- Developed an evaluation curriculum for a 100+ person field organization, partnering directly with enterprise customers to close quality gaps and accelerate deployment cycles.

Content design & systems

Built the language infrastructure for enterprise products used by thousands.

- Directed content design for Microsoft Viva, a suite of 8 apps reaching tens of millions of users, and drove a year-long coherence initiative that united content designers across teams into a shared design kit adopted studio-wide.

Creative & brand leadership

Spearheaded the end-to-end redesign of Microsoft's annual Design Week portal, a creative challenge outside my core discipline.

- Nominated to the Design Week leadership committee. Shaped the visual brand, content strategy, and information architecture for a portal serving 4,000 designers across 11 global hubs, resolving longstanding accessibility and performance issues to widespread recognition.

Community & mentorship

Run community events for 300+ content designers that build connection and strategic accountability across the discipline, and mentor ~10 designers on career growth and AI-era skills.