

Holland Kaviani

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Senior Content Designer, Microsoft - 2019 to present

AI content engineering: Three years at the intersection of prompt engineering, evaluation, and language design.

- Own prompt engineering and agent instruction design for Microsoft's enterprise HR/IT assistant, reaching tens of thousands of users across hundreds of organizations; shaped its identity, guardrails, and emotional intelligence capabilities.
- Built the product's response quality framework and evaluation methodology for new areas like multi-turn conversation and localization, defining quality criteria and acceptance standards from scratch.
- Developed an evaluation curriculum for a 100+ person field org that accelerated enterprise deployment cycles.

Content design & systems: Years building the language infrastructure behind products used by millions, and learning that systems only matter if people can actually use them.

- Founded Agent Experience Design (AXD), a cross-company series that became the foundation for a leadership-backed agentic language system now being built to serve thousands of designers and researchers.
- Led content design for Microsoft Viva (8 apps, tens of millions of users) and drove a year-long coherence initiative captured in a design kit adopted studio-wide.

Creative & brand leadership: Stepped outside my lane as creative director for Microsoft's annual Design Week during the industry's AI pivot.

- Nominated by peers and leadership to represent 4,000+ designers across 11 global hubs; set the theme, coevolution, and creative direction.
- Directed the end-to-end portal redesign, resolving longstanding accessibility and performance issues and earning recognition from attendees and leadership.

Community & mentorship: Built the space where the discipline sharpens its skills and figures out what content design looks like in the AI era.

- Lead community events for 300+ content designers and mentor ~10 designers across the org, creating both a place to grow and strategic accountability across teams.

Additional Experience

UX/UI Design Freelancer, Seattle, WA 2018 – 2019

Designed brand identity, information architecture, and interactive dashboards for start-ups spanning trucking, online dating, and cybersecurity, applying human-centered design research throughout.

Regional Sales Manager, Wave — Seattle, Portland, San Francisco 2014 – 2018

- Built and led a 9-person team, standardized cross-team process, and owned the P&L; grew customer base 60% and lifted NPS to 86, well above the 2018 industry average of 52.
- Built a scalable, relationship-driven event and expansion model, replicated across 4 West Coast cities, that accelerated the sales cycle by 30%.

Merchandise Manager, Williams-Sonoma — Walnut Creek, CA 2012 – 2014

Designed and built detailed, hands-on store displays that translated seasonal merchandising strategy into an in-store experience, an early lesson in visual storytelling and craft.