

# robert feasley

narrative · systems · ai tooling

**block, cash app** · [block.xyz](https://block.xyz) · oakland, ca

principal content designer, jan 2025–present

I lead content design across core financial services, setting the standard for narrative, craft, and product experience while building bespoke AI tools that accelerate how the team prototypes, writes, and ships product.

**apple** · [apple.com](https://apple.com) · cupertino, ca

contract ux writer, feb 2024–jan 2025

Led UX writing for live sports experiences across Apple Sports and Apple TV, partnering with product, design, and engineering to create fast, responsive features that advanced Apple's vision for a personalized fan experience.

**tempo** · [tempo.fit](https://tempo.fit) · san francisco, ca

staff content designer, sep 2021–jan 2024

Winner of Time Invention of the Year. I designed the conversational system and voice for an AI strength coach, shaping guidance, feedback, and motivation patterns that increased member workouts 36%.

**ebay** · [ebay.com](https://ebay.com) · san jose, ca

senior content designer, feb 2021–sep 2021

content designer, jun 2019–feb 2021

As lead content designer for buying and selling, I redefined ebay's global voice and tone and led naming and messaging systems for major trust products including Authenticity Guarantee, Collection, Price Guide, and Vault.

**tripadvisor** · [tripadvisor.com](https://tripadvisor.com) · san francisco, ca

brand & ux writer, feb 2018–jun 2019

**t.m. labs** · [tmlabs.com](https://tmlabs.com) (inactive) · berkeley, ca

brand & ux writer, jul 2016–feb 2018

**bishop mcnamara** · [bmhs.org](https://bmhs.org) · forestville, md

director of comm & mktg, jun 2013–sep 2015

## contact

oakland, ca  
robert.feasley@gmail.com  
240.505.0617

## craft

naming  
visual storytelling  
ux writing  
channel strategy  
design systems

## ai

claude code automation  
llm-assisted prototyping  
model design  
prompt frameworks  
model evaluation

## industries

tv, streaming & entertainment  
sports platforms  
fintech platforms  
ecommerce & marketplaces  
fitness technology

## outside of work

average surfer  
swim coach  
wedding guitarist  
hemingway wannabe  
washington wizards stan

## education

american university  
// ma, public relations  
// ba, international relations