

ASHLEY KAYHART

Head Of Content Design
Writing, Strategy & AI

Experience

Head of UX writing

Wix, Vilnius

April 2022 - June 2026

- Built and scaled the UX writing team from 3 to 7, growing product coverage from 8 to 15 products, later optimizing for AI efficiency under a leaner headcount.
- Drove 30% increase in content production speed by integrating AI workflows for content creation and upskilling with advanced AI tools in creation, prompt writing and evaluation.
- Served as guild leader for the Vilnius site, shaping UX writing practices, content standards, AI frameworks and interdisciplinary culture at the site level.
- Owned end-to-end content design for multiple verticals, such as Forms, Emails and Wixel.

Content Design Consultant (Freelance)

Resonant People Consulting, London

February 2026 - May 2026

- Built content design capabilities with client product teams, establishing frameworks, coaching non-writers, and embedding sustainable quality practices including AI workflows.
- Designed and facilitated training programs for product teams on writing effective content covering audience alignment, feature-benefit driven copy and AI-assisted content reviews, including hands-on prompt evaluation and peer-review systems.

Digital Design and Support Lead

GlaxoSmithKline, Philadelphia

November 2016 - March 2022

- Designed and produced original videos, KPI infographics and CEO-facing data visualizations.
- Partnered with PMs and stakeholders on company-wide comms products, through wireframing and prototyping. Built branding, metrics and UI guidelines.

Social Media Director

Paper on Pine, Philadelphia

September 2019 - March 2022

- Grew social media following by 34% using original content strategy and daily branded content, designing end to end.

Contact

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US & Lithuanian Citizenship

At A Glance

5+ years Leadership

10+ years Content / Design

Recent Speaker Events

Women in Engineering Leadership

How to Stand Out

Personal Leadership Style

Vilnius UX Writers Meetups

UX Writing in an AI World

Skills

UX writing

Content strategy

Prompt writing and evaluation

Voice and tone development

Design systems

Style guide creation

Workshop development

Cross-functional leadership

Mentorship and coaching

AI Tools

Cursor, Claude Code

Gemini, ChatGPT, Claude

Languages

Lithuanian, French, Spanish

Education

MA History, La Salle University

BS Film Production, Drexel University