Jay Castro

Staff Content Designer

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Content designer and UX writer building products used by millions at Google, Airbnb, and DoorDash. Experience spans B2B tools, advertising, three-sided marketplace platforms, and gig economy tooling. Brings content strategy, systems thinking, and community insight to complex product decisions.

EXPERIENCE

DoorDash

Staff Content Designer, Dasher | 2025 - Present

- Aligned use cases across 3 courier apps and brands; developed content frameworks, voice and tone, selected flow information architecture, and shared task and disclosure guidance (Q3 2025–Q3 2026).
- Initiated and lead Unlock the Rez, expanding delivery to hundreds of Native American reservations and helping generate $MM in new revenue with about 20% annual growth (Q4 2023–present).

Senior Content Designer, Merchant Platform | 2020 - 2024

- Led tablet content design and contributed to strategy (Q2 2022–Q3 2024). January 2024 team results: millions of seconds saved weekly on contact and prep-time actions.

Airbnb

Lead UX Writer, Host Platform | 2018 - 2020

- Led a governed framework for hundreds of hosting tips across dozens of languages (Q1 2019).
- Shaped Host Ambassadors experience and messaging (H2 2019); the team’s program grew to hundreds of Ambassadors.
- Defined the host voice and tone and advanced inclusive language across the platform.

Google

UX Content Strategist | 2013 - 2018

- Defined in-product copy, Help Center content, taxonomy, and content standards for Google Ads, including audiences, remarketing, and video advertising.
- Supported the AdWords migration and Google Ads rebrand; content strategy served 3 audiences: advertisers, publishers, and developers.

Wildfire Interactive / Google

Strategic Partner Manager | 2011 - 2013

- Built reseller partnerships across APAC and Latin America, generating multimillion-dollar revenue. Joined Wildfire before its acquisition by Google.

UNDRCRWN Footwear & Apparel

Entrepreneur / Operator | 2005 - 2010

- Helped grow an apparel startup into a multimillion-dollar business through operations, partnerships, sales, and marketing.

CAPABILITIES

AI enablement: Integrating AI into research synthesis, content exploration, and design workflows.
AI-native building: Building working prototypes and web experiences with AI coding tools.

Content strategy · UX writing · Information architecture · Content systems and governance · Cross-functional leadership · Localization

COMMUNITY LEADERSHIP

Indigenous ERG leadership at DoorDash and Airbnb. Founder, sole host and producer, Red Rice Podcast; ongoing strategic advisor, Guampedia; photography logistics for Manny Crisostomo’s Sanlagu.

EDUCATION

California State University, Long Beach · BA, Film & Electronic Arts · Minor, Entrepreneurship