

# TANISHA STEVERSON



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*Content Specialist · GenAI Systems & Design Strategy*

9+ years at the intersection of multimodal AI (Artificial Intelligence), cultural intelligence, and creative systems design.

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## GenAI (Generative AI) Content Engineer & Design Strategist

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At Meta, I architect AI content frameworks across text, image, video, and voice — driving measurable improvements in identity fidelity, bias mitigation, and narrative coherence at scale.

I translate complex cultural and behavioral insights into production-ready systems, evaluation methodologies, and model improvements.

9+

Years of experience in design & AI systems

2×

Team overdelivery on preset targets at Meta

3

Degrees: MFA, Art, Cultural Anthropology

## UNIQUE QUALIFICATIONS

### **Rare Academic Foundation**

MFA (Master of Fine Arts) in Digital Art + dual degrees in Cultural Anthropology (Linguistics) and Arts & Humanities — cross-functional insight spanning art, culture, and communication.

### **Hands-On Multimodal AI**

Prompt engineering, media curation, multimodal testing, and feedback loops across LLMs (Large Language Models) spanning text, voice, video, and image verticals.

### **Pre-Meta AI Experience**

Trained and evaluated AI models (Claude, LLaMA — Large Language Model Meta AI, visual generation) at Mindrift before joining Meta — arrived ready to contribute from day one.

### **Connective Bridge**

Unique ability to link LLM (Large Language Model), voice, video, and image teams — translating cultural and linguistic expertise into production-ready guidelines and frameworks.

## STRATEGIC VALUE & IMPACT

- ◆ Designed comprehensive AAVE (African American Vernacular English) guidelines for identity preservation & stereotype reduction — directly influencing model behavior and cross-functional policy discussions.
- ◆ Led team to 2× overdelivery on preset targets (8 delivered vs. 4 committed) during reorg transitions and low-staffing periods.
- ◆ Championed identity preservation in image generation — skin tone accuracy, culturally coded responses, and inclusive representation at scale.
- ◆ Pioneered Preset Stacking framework enabling modular, safety-validated creative layers across generative video tools.
- ◆ Volunteered for critical Meta AI standalone app launch; mentored contingent workers and hosted knowledge-sharing sessions.

### Editorial Style Guide: Cultural Dialects in AI

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- › 7 core principles for LLMs handling underrepresented dialects
- › Covers LLM dialogue, AI personas, TTS (Text-to-Speech), and STT (Speech-to-Text) systems
- › Addresses digital Blackface, cultural erasure & bias risks
- › Maps AAVE, Gullah Geechee, Louisiana Creole, Cajun English
- › Directly influenced model behavior & cross-functional policy

### The Business Case

Black culture & AAVE drive viral trends, youth language, meme culture, music, and fashion — touching Meta's entire cross-platform ecosystem. Dialect-aware AI unlocks brand safety, cultural insights, premium ad products, and higher engagement.

### Key Findings from Dogfooding

- Inauthentic AAVE & Black-coded personas identified
- Code-switching failures between SAE (Standard American English) and AAVE
- Cultural praise mistaken for romantic tone by models
- Cross-cultural misrepresentation in hair & skin context

### MULTIMODAL AI

# \$62.98B

*AI image gen market by 2032 (34.5% CAGR — Compound Annual Growth Rate)*

86% of creators globally now use generative AI. Native multimodal generation is standard; conversational editing is replacing manual tools.

### ENTERPRISE GENAI

# 11.5B

*Enterprise GenAI spend in 2024 (up from \$1.7B in 2023)*

Content approval times dropped from 5–7 days → 1–2 days with AI automation. 78% of orgs use AI in at least one business function (McKinsey).

### AI SEARCH

# 7.5B

*AI search visits — 8.2% of all search traffic*

AI Overviews appear in ~60% of U.S. Google queries. Intent understanding evolved from keywords to contextual, behavioral signals.

### ACCESSIBILITY

# 35%

*Search accuracy improvement via AI-powered alt text*

WCAG (Web Content Accessibility Guidelines) 2.2 applies to AI-generated content. Accessibility remains an afterthought in most AI product organizations — a gap I actively close.

### 01 Scale Cultural Frameworks

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Expand cultural preservation frameworks to new modalities and global markets — bringing AAVE and diaspora voices into every AI vertical.

### 02 Build & Mentor

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Host brown-bag sessions on cultural systems in AI, mentor contingent workers, and bridge onboarding gaps via internal playbooks and training datasets.

### 03 Cross-Functional Partnerships

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Support Voice, Image, and LLaMA teams for scalable, inclusive alignment — serving as a connective bridge across multimodal AI domains.

### 04 Ethical GenAI by Design

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Drive ethical content engineering rooted in anthropological and linguistic expertise — building systems that are both commercially powerful and culturally grounded.

# Let's build something cultural, ethical, and at scale.

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I bring a rare combination of lived cultural fluency, deep AI systems experience,  
and a track record of translating both into production-ready impact.

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