

TANISHA STEVERSON

CONTENT SPECIALIST (GENAI SYSTEMS & DESIGN STRATEGY)

Detroit, United States | colourmechoco@gmail.com | (313) 433-1129

PROFILE

GenAI Content Engineer and Design Strategist with **9+ years of experience operating at the intersection of multimodal AI, cultural intelligence, and creative systems design**. At **Meta**, architect AI content frameworks across text, image, video, and voice—driving improvements in identity fidelity, bias mitigation, and narrative coherence at scale. **Known for translating complex cultural and behavioral insights into production-ready systems, evaluation methodologies, and model improvements**. Former Design Lead at **Mattel**, delivering measurable engagement and revenue impact across global brands. Focused on building ethically grounded, **culturally intelligent AI systems that scale**.

LINKS

[Portfolio](#), [Linkedin](#)

PROFESSIONAL EXPERIENCE

Content Engineer – Generative AI & Media Curation, Meta

Mar 2025 to Present

Deliver content engineering across Meta's generative AI products—spanning LLM, voice, video, and image verticals—with a focus on prompt engineering, multimodal testing, cultural quality, and bias mitigation.

Key Contributions:

- **Cultural Preservation & Bias Mitigation:** Independently designed and authored comprehensive guidelines for AAVE (African American Vernacular English) accuracy, identity preservation, and stereotype reduction in AI-generated content—directly influencing model behavior and cross-functional policy discussions.
- **Multimodal AI Content Strategy:** Developed a year-long AI Content Calendar Presets system to guide seasonal content generation, and pioneered a Preset Stacking framework enabling modular, safety-validated creative layers across generative video tools.
- **Product Prototyping:** Initiated ClipForge, an internal concept for AI-powered video preset prototyping, lowering technical barriers for content teams and frontloading ethical QA into earlier stages of content operations.
- **Team Leadership:** Stepped into lead Content Engineer role during absences, managing task queues, onboarding new team members, and ensuring operational continuity across AI/ML content operations. Led team to 2× overdelivery on preset targets (8 delivered vs. 4 committed).
- **Cross-Functional Collaboration:** Partnered with User Experience Research (UXR), AI Studio, engineering, and policy teams to align cultural quality benchmarks, validate dialect-specific prompts, and shape inclusive evaluation criteria for AI character development.
- **Quality Testing & Documentation:** Conducted cultural quality testing on AI-generated characters, identified gaps in dialect accuracy and representation, and delivered actionable recommendations adopted across teams. Owned 6+ strategic documents including identity preservation, skin tone/hair typing, and dialectal guidelines.
- **Launch Support & Mentorship:** Volunteered for the critical Meta AI standalone app launch; mentored contingent workers and hosted knowledge-sharing sessions to strengthen team capabilities.

AI & Content Domain Expert, Mindrift

Mar 2023 to Mar 2025

Remote

- **Developed and refined domain-specific linguistic datasets and prompts** for humanities subjects, integrating **art, linguistics, literature, and cultural studies** into **AI-driven learning models**.
- Engineered **annotation schemas and context-aware prompts** to improve **accuracy, engagement, and relevance** of AI-generated educational content.
- **Optimized** multi modal **prompt-engineering workflows**, aligning outputs with **academic rigor, narrative consistency, and user engagement best practices**.
- Applied **AI for structured dataset creation, workflow automation, and linguistic content development**, increasing **research efficiency and response quality**.
- Conducted systematic testing and evaluation of AI outputs, producing **feedback loops and dataset adjustments** to ensure **inclusivity, cultural sensitivity, and audience resonance**.

Design Lead (Art Director), Mattel
Remote

Jun 2022 to Mar 2025

- **Led creative strategy and execution** for Mattel's iconic brands (**Polly Pocket, Disney Princesses, Hot Wheels, Matchbox, and Disney Pixar Cars**), collaborating with internal teams and external partners to develop scalable design systems, enhance visual storytelling, and increase user **engagement by 10%**.
- **Directed high-impact design projects** using Adobe creative Suite and Figma, within cross-functional teams, aligning **visual identity, brand strategy, and user engagement goals** across omnichannel marketing, product development, and external creative agencies.
- **Developed user-centered design strategies**, driving a **10% boost in customer engagement** by crafting packaging and content that **resonated with target audiences**.
- **Integrated generative AI tools** (Midjourney, Firefly, ChatGPT) to optimize creative workflows, streamline ideation, and enhance content scalability. **AI prompt engineering** for rapid concept visualization, generating high-fidelity mood boards and iterative design explorations to accelerate approval cycles.
- **Contributed to Hot Wheels' 66% year-over-year growth on YouTube**, aligning design strategies with successful social media campaigns, which also correlated with a **7% increase in sales**.

Creative Director & Designer, Syracuse University
Syracuse

Jan 2017 to Jun 2020

- **Led the rebranding initiative** for Syracuse University's Accessible Syracuse Program Initiative (**ASPI**), unifying departments under a **cohesive visual identity** that improved **communication, accessibility, and engagement**.
- Developed a comprehensive **branding strategy** to ensure all **educational materials, public-facing content, and digital platforms** aligned with the university's mission of **inclusivity and accessibility**.
- **Directed a team of designers and content creators**, overseeing branding, digital media, print assets, and campus signage, resulting in a **20% increase in cross-departmental collaboration and visibility**.
- **Created a university-wide branding guide**, standardizing **logos, typography, and color schemes** to ensure consistent messaging across all platforms.
- **Worked closely with academic departments and accessibility specialists**, ensuring that the new brand identity supported diverse student needs, leading to **higher engagement from historically underrepresented groups**.

EDUCATION

Master of Fine Arts: Digital Art
Syracuse University, Syracuse

Aug 2017 to Jun 2020

- Focus: **Digital Art, Interactive Media, Motion Graphics, 3D Animation**
- Specialized in **UX/UI, Illustration (2D & 3D), and immersive storytelling**, integrating **technology with creative direction**.

Bachelor of Art: Arts, Ideas and the Humanities
University of Michigan, Ann Arbor

Aug 2012 to Apr 2017

- Interdisciplinary focus on **visual culture, media theory, and creative storytelling**, exploring how **art, literature, and design shape human experience**.

Bachelor of Art: Cultural Anthropology (Linguistics)
University of Michigan, Ann Arbor

Aug 2012 to Apr 2017

- Emphasis on **ethnographic research, linguistics, cultural analysis, and human-centered design**, applying social sciences to **branding, UX/UI, genai, and narrative-driven experiences**.

AI & Machine Learning Bootcamp
TripleTen

Sept 2025

- Python+NLTK, Numpy, Pandas, Matplotlib, Jupyter Notebook, Scikit-learn, LightGBM, SQL, Keras, PySpark, TensorFlow, Bash, PyTorch, Flask/FastAPI, Docker, Kubernetes, AWS, HuggingFace

AREAS OF EXPERTISE

• Art Direction & Brand Strategy
• Prototyping and Wireframing

• User Experience Design (Figma, Adobe XD)
• Dataset curation: linguistic audits, structured annotation frameworks, text analysis

• Generative AI (Meta AI, Midjourney, ChatGPT, Adobe Firefly)
• Design & Interaction: UX/UI (Figma, Adobe XD), Motion Graphics/Animation

• 2D Illustrations/3D modeling (Maya & Blender)
• AI Systems: LLM evaluation, multimodal AI audits, prompt engineering, bias mitigation frameworks