

ISABEL BAKHSI

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SENIOR UX CONTENT DESIGNER

Senior UX Content Designer with deep experience in complex, high-stakes product environments. Leads system-level content strategy across zero-to-one initiatives, international expansion, and critical user states—partnering with design and engineering to ship clear, scalable experiences. Available for freelance and contract work, helping teams clarify complexity and move faster through rapid prototyping and AI-assisted exploration.

KEY SKILLS AND EXPERTISE

Zero-to-one and early-stage product definition | System-level UX content strategy | AI-assisted prototyping & prompt design | Design-led vision sprints | Product naming & narrative framing

EXPERIENCE

BLOCK INC., Remote

June 2016 - December 2025

SENIOR UX CONTENT DESIGNER, June 2024 - December 2025

- Led UX content strategy for Square's expansion into Mexico, co-creating and executing in-country research to validate end-to-end UX (flows, framing, and language) with local sellers and iterating designs based on live feedback.
- Shipped a compliant, localized payments experience (QR codes, payment links, and card payments) by aligning Square surfaces with third-party payment and hardware partners, establishing a scalable UX framework for future LATAM launches.
- Led UX content strategy for a technically complex reliability initiative, shaping setup flows, system states, and in-product guidance that enabled restaurants to operate during service outages.
- Played a key role in a design-led vision sprint defining long-term offline capabilities, using AI-assisted prototyping to bring a Square-branded hardware setup experience to life and integrate alpha research feedback.

UX CONTENT DESIGNER, February 2022 - September 2024

- Led UX content design and strategy for Tap to Pay on iPhone, shaping end-to-end product language, onboarding flows, and system states for a flagship payments feature used by ~2M+ sellers across 7 countries.
- Designed Outage Mode, a first-of-its-kind system-state experience and messaging that improved usability and reinforced user trust during critical payment downtime.
- Owned content strategy for the Cash App x Square migration, crafting narrative and interface copy that bridged two ecosystems and drove an incremental 5% increase in top-of-funnel conversion for migrating sellers.
- Led content design and product naming for Square One, helping define language and positioning for a zero-to-one integrated financial experience.

PROGRAM MANAGEMENT & PRODUCT OPERATIONS, November 2017 - January 2021

Operations-embedded program management for banking and lending products within a regulated fintech environment.

- Led product operations and go-to-market execution for emerging banking and lending products, including Square Installments and Square Savings, supporting launches to 30K+ customers.
- Partnered with product, legal, and compliance teams to operationalize regulated products, support the launch of Square Financial Services, and enable early Spanish localization efforts.

EDUCATION AND QUALIFICATIONS

B.Sc. Speech & Hearing, Minor in French, University of Washington, Seattle