



Laura Alvarenga

Senior Content Designer/UX Writer

I'm a Content Designer, and that means...

I create humanized conversational experiences, using discovery processes and content research to find the best solutions for users in a bussiness perspective. Also, I love to understant the behavioral complex between humans and digital products.

Work experience

06/2022 – Present

Senior Content Designer at CondoConta

Content strategy for digital products in a fintech context.

- Creation of conversational flows for digital products (app, chatbot and web);
- Discovery and delivery in Content for development of digital products;
- Communication strategy for digital products (inbound campaigns and scripts);
- Content Research (A/B testing, Cloze Testing, exploratory interviews);
- Qualitative research for Voice and Tone discovery and delivery;
- Mapping of current terms and use in internal materials;
- Knowledge base development (FAQ, speech);
- Content metric analysis;
- Content Ops (developing processes between the Product team and operational areas).

06/2022 – 01/2023

UX Writing Translator at Payoneer

Freelance content translation for digital products and marketing in a payment solutions global company.

- Microcopy translation for digital products (English to Portuguese) focusing on user experience;
- Microcopy proofreading for digital products (English to Portuguese);
- Translation of blogposts and web content (English to Portuguese).

03/2022 – 06/2022

UX Writer at Rappi

Content strategy for delivery startup in Partner Success Team.

- Creation, proofreading and translation of flows and microcopy for digital products (Spanish and Portuguese);
- Elaboration of Content Style Guide;
- Prototyping in Figma;
- Copy creation for Chatbot (conversational tree);
- Copywriting for campaigns and inbound marketing.
- Campaign OKRs.

04/2021 – 03/2022

UX Writer at Houseasy

Content strategy for early stage home automation startup.

- Creation of microcopy for digital products;
- Elaboration of Content Style Guide;
- Knowledge Base development (e-book, FAQ, speech);
- Tech writing;
- Development of low, medium and high fidelity wireframes for digital products;
- Prototyping in Figma and Adobe XD.

12/2018 – 07/2020

Airport Agent at LATAM Airlines

Working with public in check-in, boarding and General Control; Focus on customer experience and crisis management.

08/2017 – 03/2018

Social Media and Marketing at Pontevedra

Copywriting and marketing planning at publicity agency.

- Planning and content creation for social media and digital platforms (website, Facebook, Instagram and Blog);
- Advertising for a wide range of clients (B2B and B2C);
- Photoshop, InDesign and Illustrator for social media content.

Contact

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[Portfolio](#)

Skills

UX Writing
Content Ops
UX Design
Product Discovery
Figma
Service Design
Content Research

Social

 [Linkedin](#)

 [Medium](#)

Degrees and Courses

12/2022

Product Camp

[PM3](#)

Product Conference with lectures from references in brazillian and international product market.

02/2022

UX Accessibility

[Alura](#)

Course focused on UX Design and accessibility for digital products.

11/2021

UX Design Degree

[Alura](#)

Full certification in UX Design for digital products.

10/2021

HX Conf

[Design from Human](#)

Human Experience Design Online Conference.

10/2021

UX Writing and Content Design

[Aldeia](#)

Certification in UX Writing and strategy for digital products.

01/2014 - 01/2018

Journalism Degree

[PUCPR](#)

Bachelor's degree in Journalism at PUCPR.

Let's work together!

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