



Laura Alvarenga

Senior Content Designer/UX Writer
Curitiba, Paraná - Brazil
29 y/o

I'm a Content Designer, which means...

I'm a passionate and results-driven professional, with proven track record in crafting copy for various content platforms in Portuguese, English and Spanish. I'm experienced in content creation for multinational enterprises, demonstrating a strategic approach to solving business issues. My goal is to contribute with creative solutions and serve as a bridge between users and businesses, enriching content solutions across the globe.

Work experience

04/2023 – Present

Senior Content Designer (LATAM) at TOTVS

Content strategy and creation for Supply Chain SaaS platforms.

- Developed conversational flows for various digital products in Portuguese and Spanish, including softwares, apps and websites.
- Implemented conversational flows for diverse platforms, including ERPs, UserGuiding and supply chain SaaS.
- Managed the creation and translation of glossaries to Spanish and English, ensuring cross-cultural communication.
- Conducted exploratory interviews with internal and external clients, aiming to analyse and verify proposed content solutions.
- Reviewed and improved legacy content in supply chain implemented softwares.
- Executed content operations, including tool management and team development, enhancing overall content quality.

06/2022 – 04/2023

Senior Content Designer at CondoConta

Content strategy for digital products in a fintech SaaS startup.

- Developed conversational flows for financial digital products, including softwares, apps and website.
- Led discovery and delivery in content for the development of digital products.
- Formulated communication strategy for digital products, including inbound campaigns and sales scripts.
- Conducted content research, including A/B testing, Cloze Testing, and exploratory interviews.
- Performed qualitative research for Voice and Tone discovery and delivery.
- Mapped current terms for controlled vocabulary dictionary and applied in internal materials (Confluence).
- Developed knowledge base (FAQ, speech) and conducted content metric analysis.
- Managed content operations, 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.

- Translated microcopy for digital products (English to Portuguese), focusing on user experience.
- Proofread microcopy for digital products (English to Portuguese).
- Translated blog posts and web content (English to Portuguese).

03/2022 – 06/2022

UX Writer (LATAM) at Rappi

Content strategy for SaaS delivery startup in Partner Success Team.

- Developed conversational flows and microcopy for digital products in Spanish and Portuguese.
- Developed a Content Style Guide, ensuring consistent and on-brand messaging.
- Prototyped in Figma and contributed to the creation of conversational trees for Chatbot.
- Successfully pitched content creation ideas to internal clients, aligning with campaign objectives.
- Engaged in Copywriting for campaigns and inbound marketing, achieving campaign OKRs.

04/2021 – 03/2022

UX Writer at Houseasy

Content strategy and creation for an early-stage SaaS home automation startup.

- Developed microcopy for digital products, including app and website.
- Elaborated a consistent Content Style Guide, ensuring consistent and on-brand messaging.
- Developed knowledge base (e-book, FAQ, sales and speech) for Customer Experience team.
- Developed low, medium, and high fidelity wireframes for digital products with focus on user experience.
- Prototyping in Figma.

12/2018 – 07/2020

Airport Agent at LATAM Airlines

Working with final audience in check-in, boarding and General Airport Control. Focus on customer experience and crisis management.

08/2017 – 03/2018

Social Media and Marketing at Pontevedra

Copywriting and marketing planning at a publicity agency.

- Planned and created content for social media and digital platforms (website, Facebook, Instagram, and Blogs).
- Executed advertising content for a wide range of clients (B2B and B2C).
- Developed content strategy with focus on marketing and sales.

Contact

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[Portfolio](#)

Skills

UX Writing
Content Ops
Storytelling
Prompt Engineering
Jira/Confluence
UX Design
Product Discovery
Figma
Service Design
Content Research
Chat GPT

Social

[LinkedIn](#)

[Medium](#)

Degrees and Courses

01/2024

Metrics for digital business

PM3

Course certification in Metrics for business, marketing, product, UX and development.

01/2024

Storytelling for business

PM3

Course certification in Storytelling for digital businesses applied in various stages of a company development.

12/2023

Personal Branding with André Carvalhal

Carvalhando

Course certification in personal branding and application of marketing strategies to personal businesses.

03/2023

Chat GPT Challenge with Andre Peetso

3-day Chat GPT Prompt engineering mastering provided by Mindvalley.

12/2022

Product Camp

PM3

Product Conference with lectures from references in brazilian 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.