

AGUSTÍN OLIVERA

UX CONTENT WRITER

I've been working as a UX Content Writer for 6 years. I work with interdisciplinary teams to co-create the best user experience.



CONTACT INFORMATION

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[My portfolio](#)

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EDUCATION

Professorship in Communication Sciences

UNIVERSIDAD DE BUENOS AIRES
2006 - PRESENT

- Currently pursuing the last 5 subjects.

General English

DORSET COLLEGE
2021 - PRESENT

- Currently on an Upper-Intermediate level.

SKILLS

- Microcopy
- User experience writing
- Taxonomy & Labeling
- User Testing
- Design thinking
- Information architecture
- User Research
- Design Principles
- Technical Writing
- Performance analysis
- Conversation Design
- Prototype development

WORK EXPERIENCE

UX content writer - Spanish

MERADO LIBRE - ARGENTINA
FEB 2017 - DEC 2020

- Participate in the whole cycle of product development, co-creating the experience of digital products with a multidisciplinary team.
- Plan strategies and execute communication plans. Co-create content in product interfaces: onboarding, e-mails, landings, tooltips, FAQs, and help in contexts, among others.
- Develop product and service landings.
- Lead workshops to share work practices and dynamics that we use in UX.
- Develop help solutions to resolve issues in the context in which they occur.
- Collaborate with teams in the prototyping, design, and development of each screen.
- Participate in testing and QA sessions. Detect errors, potential frictions, and prioritise improvements.
- Analyse qualitative and quantitative information to detect and solve experience problems.
- Participate in tests with users to understand how the products we create work. Collaborate in the design of objectives, recruitment of users, data tabulation, test script, and more.

COURSES

User experience design

UNIVERSIDAD DE PALERMO - ARGENTINA
JUN 2016

Design thinking methodology

UNIVERSIDAD DE PALERMO - ARGENTINA
JUL 2016

Design thinking workshop

GOBIERNO DE LA CIUDAD DE BUENOS
AIRES - ARGENTINA
AUG 2016

LANGUAGES

Spanish

NATIVE SPEAKER

English

UPPER INTERMEDIATE

Portuguese

ELEMENTARY

UX content writer - Spanish

ALMUNDO.COM - ARGENTINA
NOV 2015 - FEB 2017

- Create strategic content and perform analysis at the initial prototyping stage.
- Ensure content consistency and quality on all the regional platforms (Latin America) and contact channels. Generate style guides and manuals for this purpose.
- Design user surveys and analyse results to detect problems and improvements.
- Unify and improve the service experience through multiple touchpoints.
- Identify user's needs to include in the FAQ's portal of all countries.
- Research users' behavior, mental models, and purchasing habits. Define profiles for user recruitment and benchmarking.
- Develop prototype testing with users (remote and face-to-face) to identify error patterns and improvements.
- Coordinate implementations with different teams around the company.
- Analyse metrics, results, and reports.
- Use Design Thinking methodology for creative and collaborative problem solving.

E-mail marketing analyst

ALMUNDO.COM - ARGENTINA
APR 2013 - NOV 2015

- Design and Implement e-mail marketing strategies.
- Analyse results according to profiling, segmentation, and contents.
- Define content strategies.
- Manage databases and leads generation strategies.
- Analyse performance, results, and metrics for decision-making.

WHAT'S UX WRITING FOR ME

We not only design clear and concise content to help users achieve a goal. We design the interface's experiences as a whole, complementing content with a visual design that supports the message and which is carried out by a set of developments for this purpose. I consider that the UXW task is valuable from the early stage of a project's definition: We design the user experience, we design with words and, to do so, we need to contribute our vision from the very beginning, along with design, research, development, product, and business. Together we co-create the experience.