
Marta Ferreirinha

Content Designer

To the point.

Experience

Senior Content Designer at OLX GROUP

2023 - Now

- Create product content that is clear and concise, using simple language that is easy to understand and accessible for users.
- Collaborate closely with Product Designers to create great user experiences that align with business objectives and improve the overall user journey.
- Manage the localization process to ensure content makes sense in our different markets, maintaining cultural relevance and language appropriateness.
- Develop voice and tone guides and glossaries to maintain brand consistency across all product content.
- Prioritize the customer experience while keeping business goals in mind.
- Work on prototypes by providing content insights and recommendations to improve user engagement and interaction.
- Work closely with Product Managers and Engineers to align content initiatives with product development goals and timelines.
- Work with research teams to gain insights into customer problems and needs.
- Use data, such as user feedback metrics and analytics, to support content decisions whenever possible.
- Build bridges between Content Design and other organizational functions to ensure alignment and promote collaboration.
- Mentor junior Content Designers, providing guidance and support.

Content Designer at OLX GROUP

2021 - 2023

Part of the Global Product Design & Research team, involved in the design of all aspects of the customer experience, working closely with strategic partners in technology and product teams to bring OLX Group's key initiatives to life.

Proofreader, Translator and LQA at Airbnb

2012 - 2021

Extensive experience in translating content using tools such as Matecat and reviewing translations in DTP tools such as Sketch. Responsible for proofreading; translating content (from website content to email newsletters and social network content); translating and beta testing of content for mobile apps, as well as ensuring contextual quality, consistency, style and tone of all translated content.

UX Writer at Wingman

2016 - 2017

Creating web content for clients such as TAP Portugal, Fidelidade Seguros, Brisa, Galp, ANA Aeroportos, Bosch Portugal, Grupo Jerónimo Martins, Porto Bay Hotels, Fundação Portuguesa de Futebol and Instituto do Cinema e do Audiovisual; planning and developing microcopy for mobile apps; managing social media accounts for clients.

Head of Content and Quality Control at UniPlaces

2013 - 2015

Managing the team responsible for the entire process behind property listing creation. Responsible for quality control. Setting objectives and measuring team results, with the aim of designing new strategies and processes for the growth of the team and the company.

Communication and Multimedia Specialist at University of Lisbon

2011 - 2013

Designing and carrying out marketing initiatives to increase awareness of the project; training, development of the project brand and creation of templates and support materials; website administration and content creation.

Education

- Course in UX Design Foundations EDIT, 2021 - 2021
- Master in Multimedia Communications University of Aveiro
2007 - 2009
- Sócrates-Erasmus Programme Universitat Autònoma de Barcelona, 2006 - 2007
- Degree in New Communication Technologies University of Aveiro
2004 - 2008
- International Baccalaureate Bilingual Diploma (Portuguese-English) Oporto British School,
Porto
2004

Skills

- Fluent in Portuguese and English. Strong in Spanish and medium level in French.
- Strong knowledge of web design and usability concepts, as well as HTML and CSS. Experience with prototyping in Figma and Sketch.
- Experience with Content Management Systems, Learning Management Systems and CAT Tools.
- Exceptional attention to detail and analytical capabilities.
- Strong logic and mathematical reasoning and problem-solving skills.

Contact

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