



IGOR THOMAS

UX Writer | Content Designer

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Brasília - Brazil

EDUCATION

Modern Languages - Portuguese and English
Anhanguera - 2016 (Graduation)

UX - User Experience
Anhanguera - 2022 (Postgraduate)

Digital Journalism
Unopar - 2023 (Postgraduate)

SOFT SKILLS

Creativity

Collaboration

Flexibility

Adaptability

Time management

LANGUAGES

English - Fluent (C2)

Portuguese - Native

ABOUT ME

With over 20 years of experience working with content creation, I use languages to simplify the complex, bridging the gap between companies and users. I develop solutions and improvements for users of services and products, always considering the best User Experience practices within the company's context.

PROFESSIONAL EXPERIENCE

2023- Current

GiGroup - QiBit - The Bridge | Remote (Freelance)

Lead UX Content Designer

I have managed complex projects with focus on delivery, functionality and efficiency.

- Developed the Content System and Brand Style Guide.
- Initiated and implemented improvements based on research and usability tests.
- Managed a team of UX Writers working with me and was responsible for localizing the product into 4 languages.
- I created and ensured the standardization of all product content.

2022 - Current

Bradesco | Remote (Full-time)

Senior UX Writer

I created and localized numerous Bradesco bank products into 3 languages.

- I reduced help requests by 55% by creating a FAQ.
- Initiated and implemented improvements based on research and usability tests.
- I created user journeys and contributed to products' development from end to end.
- I ensured the standardization of all product content based on guidelines.

2021 - Current

Nerd Spirit | Remote (Freelance)

UX Writer | Content & Growth Strategist

I planned all the content, from the company's website to social media posts.

- I created the company's style guide, setting tone and voice, and creating personas.
- I ensured excellence on the new website by restructuring the entire information hierarchy and creating copy that generated a 90% increase in leads.
- I standardized the content of social networks and communication with clients.

2022 - 2022

Guide121 | Remote (Full-time)

UX Writer | Conversational Designer

I ensured the standardization of the company's chatbots.

- I created the emoji and text standardization guide for customers.
- I curated more than 20 chatbots from different companies.
- I defined the tone and voice of major virtual assistants in the hospitality industry.
- Increased the number of resolutions without human interaction by 87% through 24/7 chatbots.

COURSES AND CERTIFICATIONS

Advanced English

- Centro Europeu de Idiomas

EF SET

- English Certificate C2

CPE Certificate of Proficiency English C2

- Cambridge University

Advanced English

- CILT - Centro de línguas

TOEFL

- Test of English as a Foreign Language

Copywriting

- Rock Content University

UX Writer and Digital Content (Bootcamp)

- Aldeia

Conversation design for virtual assistants

- Collis

Web Content Review

- Rock Content University

Dosing Tone and Voice

- Collis

Neuromarketing and Mental Triggers

- Udemey

Figma Interface design

- Udemey

UX - User Experience

- FIAP

UX - User Experience in the Digital Public Service

- ENAP

EXPERIENCES THAT CONTRIBUTED TO MY WORK AS A UX WRITER

2019- 2021

Secretaria de Educação do DF

Portuguese and English teacher

I have developed lessons and courseware for primary and secondary schools.

2013 - 2018

CNA

English teacher

I have developed classes and courseware for courses from basic to advanced level and taught international certification preparation.

2018 - Current

BR500 (Cambridge Examiner Centre)

Proficiency test examiner

I have examined tests such as KET, PET, FCE, and others in English all over Brazil, as an interlocutor, and assessor.

2007 - Current

Self-employed

Translator and proofreader

I have translated, edited, proofread and developed numerous texts, academic articles and posts in general.

PORTFOLIO

www.igorthomas.com

Password: Recruiter123

