

## **IZABELA CHIODI LAINE LEMOS – CONTENT DESIGNER/UX WRITER**

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### **SUMMARY**

Experienced Content Designer with a strong focus on crafting clear, user-centered narratives across digital products. Skilled in tone and voice development, usability-focused content strategies, and leading strategic projects. Proven ability to manage cross-functional teams and create seamless user experiences. Passionate about simplifying complex journeys and enhancing customer engagement through well-crafted content solutions.

### **EXPERIENCE**

#### **Present – Aug 2024**

Senior Content Designer / User Experience Designer – CNP Assurances

I contribute to the tone, structure, and narrative flow of content across product experiences. Collaborating on new strategic plans for the company, such as Multibenefits, and creating the acquisition chatbot from scratch, which has the highest customer content demand. I assist daily with user-focused implementations and improving product journeys.

#### **Present – Aug 2023**

##### **Aug 2024**

UX Writer / UX Designer – CNP Assurances

Ensuring consistent and aligned communication across all touchpoints. Developing conversational flows for different products, creating complete journeys from acquisition to post-sale. Defining the Tone and Voice guide, mapping the user journey to identify improvements and resolve flaws. Contributing to the creation of the Content Design System. Creation and implementation of usability tests.

#### **Feb 2023 – Aug 2023**

UX Writer / UX Designer – Squadra Digital

Creation of conversational flows according to information architecture and best practices, curating content by applying heuristics to conversational design. Worked daily with developers and QAs to implement effective improvements. Documentation creation for Non-Devs, assisted clients with their APIs, optimized integrations, DX documentation, usability testing, direct contact with Devs and QAs for internal and external API documentation.

#### **Aug 2022 – Mar 2022**

Product Marketing Manager – Sling Hub

Responsible for structuring the marketing department, Google Analytics metrics analysis, creating the team's OKRs, branding, tone and voice for Sling Hub for Startups,

product improvements, email marketing, SEO techniques and ranking, articles for the blog.

**Dec 2019 – Nov 2022**

UX Writer / Content Writer – Luna

Paid media strategy, indicator tracking, reporting, and executing optimizations on different platforms, briefing development, planning, production, distribution, and content monitoring, landing page creation and email marketing strategy, tone of voice, and brand manual creation, SEO techniques and keyword search software use, usability testing, creation, and standardization of brand glossaries.

**EDUCATION**

MBA in Marketing – USP ESALQ

Bachelor's Degree in Literature – Faculdade Estácio

Bachelor's Degree in Photography – UNIFRAN

Bachelor's Degree in Biological Sciences – UFLA

Brand Management – University of London

**LANGUAGES**

Fluent English – C2 Proficient

Native Portuguese