

Clara Fadel

Content Designer | UX Writer | Bilingual

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PROFESSIONAL SUMMARY

Writer with 10 years of experience, including 6+ years in UX Writing, on large-scale digital projects for global brands. I've worked in multinational agencies and tech companies, crafting microcopy, conversational flows, tone-of-voice guides and SEO strategies applied to UX. International experience in Sweden and Germany, with a focus on accessible, inclusive content aligned with business goals.

PROFESSIONAL EXPERIENCE

Dentsu International — UX Writer

2021; 2024 – present

- Reworked 15+ pages and 60+ post-sales screens, grounded in benchmarks and user research.
- Wrote landing pages and content for global automotive launches.
- Applied SEO with AlsoAsked, Google Trends and Semrush, improving organic performance.
- Built promotional pages for activations such as Lollapalooza and Tardezinha.
- Built an AI agent for alt-text generation, driving a 208% productivity gain in UX Writing.
- Structured the Flua! subscription flow and the Fiat Pulse website (2021).

Porto — Senior UX Writer

2022 – 2023

- Designed digital pages and flows for Health and Insurance products.
- Co-created the institutional Tone-of-Voice Guide, standardizing UX communication.

Adventures.inc — Senior Copywriter and Ton Creative Lead

2020 – 2021

- Created digital campaigns and conversational flows for Disney, Domino's and Prudential.
- Built Domino's voice commerce flow (Figma).

Wunderman Thompson — Freelance UX Writer

2020

- Restructured pages for Vivo and Americas Seguros.

Score Group Brasil — Copywriter

Jul 2019 – Jan 2020 · São Paulo, Brazil

- Copywriter focused on Digital Trade for Ambev.
- Developed the concept for the Skol Summer Trade campaign and social posts for Ambev partners.
- Ran creative ideation workshops using agile methods.

Z+ — Copywriter

Oct 2018 – Jul 2019 · São Paulo, Brazil

- Part of TIM Brasil's digital content team and assistant copywriter on on/off campaigns for CAO, Cinemark, TENA, Hyundai and Chilli Beans.

Scholz & Friends — Strategy Intern

Dec 2017 – Jan 2018 · Hamburg, Germany

- Communication strategy internship at an international agency.

Prosk8 Scandinavia — Social Media Strategist

Mar 2017 – Sep 2017 · Stockholm, Sweden

- Owned brand consistency across posts while testing different approaches to the target audience.
- Handled Portuguese–English and Spanish–English translations.

EDUCATION

Hyper Island (Sweden) — Digital Media Creative · 2016 – 2018

SKILLS

- UX Writing, microcopy, conversational flows and tone-of-voice guides.

- SEO applied to UX (AlsoAsked, Google Trends, Semrush).
- Figma, Miro, Notion, Trello, Google Workspace and MS Office.
- Information architecture, accessibility and inclusive content.
- Native Portuguese · Fluent English · Intermediate Spanish · Basic Swedish.