

Clara Fadel

Content Designer & UX Writer

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I've been writing for 10 years and, for the last 6, deep into UX Writing for global brands. I bring content strategy and AI together so people and products understand each other, with clarity at the center.

HIGHLIGHTS

+208%

UX Writing team productivity with the agency's first AI agent

66%

reduction in time spent creating alt text

36h

saved across just 3 alt-text tasks in 1 week

SELECTED WORK

The agency's first AI agent

I single-handedly built a rule-driven alt-text generator, simple enough for anyone to use, with a human in the loop at the end.

Post-sales reformulation (Stellantis)

I reorganized the menu, search and flows of the services, accessories and parts pages. It became the model replicated across the whole group.

Internal writing guide

I wrote a 9-chapter editorial guide with guidelines and real examples, aligning the agency's content choices.

SKILLS & TOOLS

UX Writing

Microcopy

Conversational flows

Tone of voice

SEO for UX

AlsoAsked

Google Trends

Semrush

Information architecture

Accessibility

Inclusive content

Figma

Miro

ChatGPT

Claude

Copilot

Lovable

LANGUAGES

Portuguese (native)

English (fluent)

Spanish (intermediate)

Swedish (basic)

EDUCATION

Hyper Island — Stockholm, Sweden
Digital Media Creative · 2016–2018

BRANDS I'VE WORKED WITH

Stellantis · Porto · Disney · Domino's · Prudential · Vivo · TIM · Ambev · Ton · Cinemark · MSC