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Australian Passport, British Passport, EU Permanent Residence



# Louisa Poletti

## UX Writer

## Experience

### ●●● Freelance UX Writer/Editor (Dialogue GmbH, Leibniz Institut, onlyfy - New Work SE) May 2023 - Present

- Write, edit and proofread text for website, e-mail and promotional use on B2B and B2C platforms
- Translate text from German to English for use on website, e-mail, financial press release, native app release notes, and promotional materials on B2B and B2C platforms
- Update and verify keys in Phrase to be pulled onto mobile and web platforms
- Develop a Style Guide for English text on B2B and B2C platforms
- Edit text and create designs in Figma
- Contribute to brand development in a copywriting capacity
- Bring UX Writing and Design principles to design critiques, discovery and development
- Participate in heuristic analyses of B2C platforms
- Record voice and perform sound editing for internal vision videos
- Proofread and edit scholarly articles (incl. content, citations and references)

### ●●● NEW WORK SE (XING) | Junior UX Writer | Munich February 2023 - April 2023

- Write, edit and proofread text for website, e-mail and promotional use on B2B and B2C platforms
- Translate text from German to English for use on website, e-mail, financial press release, native app release notes, and promotional materials on B2B and B2C platforms
- Update and verify keys in Phrase to be pulled onto mobile and web platforms
- Give presentations and workshops to teams on: UX writing concepts, related research ideas, and other topics
- Develop a Style Guide for English text on B2B and B2C platforms
- Edit text and create designs in Figma
- Contribute to brand development in a copywriting capacity
- Bring UX Writing and Design principles to design critiques, discovery and development
- Participate in heuristic analyses of B2C platforms
- Record voice and perform sound editing for internal vision videos

### ●●● NEW WORK SE (XING) | UX Writer (Researcher) Internship | Hamburg July 2022 - January 2023

- As above incl. Assist in Research team in planning and carrying out studies

## Education

Google UX Professional Certificate  
Google, Coursera Online Course  
2021-2022

Certificate II Hospitality  
TAFE NSW, Australia  
2013

Certificate IV Photography  
TAFE NSW, Australia  
2012

## Skills

### Design

UX Research · Interviewing · Personas  
· Wireframing · Mockups · Usability  
Testing · Photography · Sketching

### Language

English Native · German C1 ·  
Mandarin A2 · French A2 ·  
Translating · Copywriting · Editing ·  
Proofreading

### Software

Figma · Sketch · Phrase · Adobe Suite:  
XD, Photoshop, Lightroom, Premiere  
Pro, Audition · Miro · easyfeedback ·  
Microsoft 360: Word, Excel, Outlook,  
Teams, Powerpoint · Wordpress ·  
Basic HTML + CSS

### Soft

Creativity · Collaboration ·  
Communication · Active Listening ·  
Presentation · Public speaking ·  
Troubleshooting · Willingness to learn