



Contact

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[Portfolio](#)



[LinkedIn Profile](#)



[Copywriting portfolio](#)

Technical Skills

- Adobe XD
- Photoshop
- InDesign
- Balsamiq
- Optimal Sort
- Draw.io
- Office 365

Design Skills

- Design Thinking Process
- User Research
- Information architecture
- Wireframing
- Prototyping
- Testing

Languages

- Spanish (Native)
- English (Advanced)
- German (Intermediate)
- Catalan (Native)
- French (Basic)

Miriam Arcera

I am a copywriter turned UX Writer with a background in online content creation and more than 10 years of experience in various fields like lifestyle, music, design, fashion, or psychology. During my experience, I conducted interviews, made research for different topics, led communication campaigns, and managed communities online.

My work was always driven by the passion to make information easily accessible and create projects that find solutions to people's needs. My interest in technology and my enthusiasm for human behaviour makes me a curious person with passion for human-centered design and the whole design cycle process.

Relevant Experience

UX Content Strategist (voluntary work) UX Rescue - Remote	May 2020 – December 2020
<ul style="list-style-type: none"> • Creation of competitive analysis, user interviews, and content audit. Redesign of website content. 	
Freelance Copywriter & Translator Quill Content - London (UK) The Cool Guide – Munich (Germany)	Sept. 2016 – Present
<ul style="list-style-type: none"> • Translate and create product descriptions, brand articles and interviews for fashion brands like Zalando, Louis Vuitton, and universities. 	
Content Manager Col·legi Oficial de Psicologia de Catalunya (Psychologist Professional Association) - Barcelona (Spain)	March 2012 – Aug 2016
<ul style="list-style-type: none"> • Conduct interviews and create content for different communication channels. • Develop the social media and online strategy. • Ideate and organize annual awareness events. 	
Freelance Writer, PR specialist, Content Manager & Community Manager Cara B Barcelona Cultura - Barcelona (Spain) Disseny Hub Barcelona - Barcelona (Spain) ArtFutura - Barcelona (Spain) Vice Magazine - Barcelona (Spain) Le Cool Barcelona - Barcelona (Spain) Fantastic Plastic Magazine - Barcelona (Spain)	Sept. 2007 – March 2012
<ul style="list-style-type: none"> • Research and write about different topics. • Lead online and offline campaigns. 	
Quantitative Methods University of Amsterdam (through Coursera)	May. 2020 – Present
User Experience Design CareerFoundry (government recognised institution - Germany)	Sept. 2019 – Feb. 2020
Bachelor's Degree in Advertising and PR Universitat de Barcelona - Barcelona (Spain)	Oct. 2003 – June 2007
Google Analytics Mide y Vencerás - Barcelona (Spain)	Jan 2016 – April 2016