

# Miguel Tomás Gomes

UX Writer / Content Designer

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## Professional Summary

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UX Writer and Content Designer with 8+ years of experience in tech, specializing in user-centered content, research-driven decision making, and data-informed content strategy. Proven track record of improving product clarity, usability, and adoption across B2B and consumer platforms through close collaboration with product, design, and engineering teams.

## Work Experience

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### UX Writer / Content Designer (Contractor, Part-Time)

2023 – Present

- Conduct user research including usability testing, card sorting, and terminology validation to inform content decisions
- Design and execute A/B tests with statistical analysis to measure content effectiveness and optimize user outcomes
- Deliver UX writing and content design services for multiple clients across different industries
- Define content strategies aligned with user needs and business goals through research insights and data analysis
- Perform content audits and heuristic evaluations to identify improvement opportunities
- Produce clear, user-centered microcopy and UX content for digital products

### Technical Writer

Dremio

2024 – Present

- Create, maintain, and scale technical documentation for a data lakehouse platform used by highly technical audiences
- Write and structure user guides, API documentation, and knowledge-base content to improve product understanding and onboarding
- Collaborate closely with engineers and product teams to ensure technical accuracy, consistency, and clarity
- Continuously improve documentation quality by identifying gaps, redundancies, and opportunities for simplification

## **UX Writer / Content Designer**

OutSystems

2020 – 2023

- Designed and executed content strategies for a B2B low-code platform used by enterprise teams
- Conducted user research including terminology testing and tree testing to validate content decisions and improve information hierarchy
- Partnered with product managers, designers, and engineers to deliver cohesive, end-to-end user experiences
- Improved content consistency, terminology, and information architecture across multiple product surfaces

## **UX Writing Instructor**

FLAG School of Lisbon

2021 – 2023

- Designed and taught a comprehensive UX writing curriculum for aspiring content designers
- Created course materials covering user research, content strategy, accessibility, and writing best practices
- Mentored students through real-world projects and practical exercises

## **Copywriter**

Shiptimize

Aug 2020 – Dec 2020

- Defined and executed an SEO-driven content strategy for the company website
- Managed site structure and taxonomy to improve discoverability and navigation
- Produced a wide range of content, including e-books, marketing campaigns, and social media assets

## **Copywriter & UX Writer**

Talkguest

2018 – 2020

- Led content strategy across marketing and product surfaces
- Ran marketing campaigns and managed social media presence
- Defined taxonomy and product naming strategy for a B2B software platform
- Collaborated with Sales, Marketing, and Development teams to restructure UX writing guidelines and technical documentation

## **Content Specialist**

Booking.com

2017 – 2018

- Managed content creation and localization for a global travel platform
- Ensured consistency, quality, and brand voice across multilingual content workflows
- Supported large-scale content operations serving millions of users worldwide

## **Skills & Tools**

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### **Core Skills**

UX Writing • Content Strategy • User Research • Figma • Jira • GitHub • Google Analytics  
A/B Testing • Statistical Analysis • Design Thinking

### **Methodologies**

SCRUM • Agile • Cross-functional Collaboration

## **Education**

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### **Bachelor's Degree in Applied Languages to Business Relations**

Catholic University of Portugal

2014 – 2017