

Miguel Tomás Gomes

UX Writer / Content Designer

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Professional Summary

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

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

Core Skills

UX Writing • Content Strategy • User Research •
A/B Testing • Statistical Analysis • Design
Thinking

Tools & Technologies

Figma • Jira • GitHub • Google Analytics

Methodologies

SCRUM • Agile • Cross-functional Collaboration

Education

Bachelor's Degree in Applied Languages to Business Relations

Catholic University of Portugal

2014 – 2017