

ISABELLA ALCANTARA

UX WRITER | LOCALIZATION SPECIALIST | CONTENT DESIGNER

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PROFESSIONAL SUMMARY

UX Writer with 6+ years of experience crafting user-centered content for web and mobile products, multilingual platforms, and digital campaigns. I approach every project with a content strategy mindset — starting with the “why,” advocating for consistency in voice and messaging, and pushing back when the copy doesn’t serve the user.

My background blends UX writing, copywriting, and localization across a single company group, where I grew from audiovisual translator to content team lead — part of a 4-person team that scaled into a 50+ person agency. I’ve written microcopy, onboarding flows, and in-product content for brands including Peliplat, MFC, and VVWallet, working closely with design, product, and marketing stakeholders. I’m detail-obsessed and fluent in brand guidelines, with a focus on how language shapes the customer experience.

Currently available and open to remote UX writing roles.

CORE SKILLS

- UX Writing & Microcopy (onboarding, error states, tooltips, CTAs, empty states)
- Content Strategy & Content-First Design Thinking
- Tone of Voice, Brand Voice & Messaging Consistency
- Style Guides, Terminology Management & Content Standards
- Localization & Cultural Adaptation (EN · PT · ES)
- AI-Assisted Workflows & Machine Translation Post-Editing
- Cross-functional Collaboration (Design, Product, Marketing, Dev)
- Remote & Async Workflows

PROFESSIONAL EXPERIENCE

Localization Team Lead

Calli Language Solutions — Buenos Aires, Argentina | Oct 2024 – Jul 2025 *Calli is the group's in-house translation agency, which grew from a 4-person generalist team into a 50+ person operation with dedicated audiovisual, legal, and content departments.*

- Led the 10-person content team (copy and UX writing) on the Peliplat account, aligning everyone to shared style guides and terminology standards
- Ran 5+ simultaneous multilingual content workflows, maintaining quality, consistency, and on-time delivery
- Reviewed and QA'd 10+ articles, UI screens, and short-form texts per cycle, catching issues before they reached users
- Created an editorial style guide covering content structure, grammar, terminology, and ethical language use
- Partnered with Product and Design to keep content decisions grounded in UX best practices

UX Writer & Quality Checker

Peliplat — Remote | May 2024 – Oct 2024

Sister product to Space Plus; I worked hands-on across the platform before leading the content team that served it.

- Wrote and refined microcopy, user flows, and interface content across 3 full website revisions plus ongoing new features
- Defended distinct, logically connected naming when the product team pushed to reuse one term across different functions — prioritizing disambiguation in a feature-dense, gamified product over surface-level repetition
- Pushed back on movie-reference titles that broke across Portuguese, English, and Spanish, arguing for clearer, localization-safe naming within fixed character constraints • Standardized Spanish copy to a neutral register over regional dialect, and held brand

tone against pressure to use overly informal language

UX Writer & Content Writer

Space Plus Consulting — Buenos Aires, Argentina | Jun 2020 – Apr 2024

- Wrote and adapted in-product copy across 3 languages and 5 markets (Brazil, Mexico, Peru, South Africa, Philippines) for brands including MFC, VVWallet, Goose, and Panel — UI text, onboarding flows, FAQs, and support content
- Iteratively improved in-app copy, FAQs, email, and social content in response to recurring user confusion around the MFC cloud feature — including renaming the in-app action from “import cloud” to “add cloud” across all three languages, which cut related support tickets by ~70%
- Developed marketing and campaign copy supporting business growth from \$5M to \$15M in annual revenue over one year, alongside expansion into new markets and a new Mexico City office
- Owned content across email, app, social, and newsletter — improving clarity and tone while proposing new approaches to drive engagement and retention

Audiovisual Translator

Space Plus Consulting — Buenos Aires, Argentina | Dec 2018 – Jun 2020 • Translated subtitles for films and series at 5 episodes or 2–3 films per week, with particular attention to comedy — reworking jokes and cultural references to land naturally for the target audience

- Delivered consistently under tight deadlines in a fast-paced production environment

EDUCATION

Master in AI and Innovation for Localization

TranslaStars | Starting October 2026

Postgraduate Certificate in Audiovisual Translation (Portuguese & English) Centro Universitário São Camilo | 2021

BA in Languages & Literature (Portuguese & Spanish)

UNESP | 2015

ADDITIONAL CERTIFICATIONS

- UX Writing in Practice — The Starter + Clube do UX Writing (2025)
- UX Metrics: Data That Guides Design Decisions (2025)
- UX Writing, Storytelling & AI (2025)
- RWS Machine Translation Post-Editing (2025)
- Engagement Psychology & Gamification (2025)
- Text Review & Editing (2024)
- SEO & Content Creation for Localization (2022)
- Copywriting Fundamentals (2022)
- Editorial Production (2021)

LANGUAGES

- Portuguese: Native
- English: Fluent
- Spanish: Fluent

TOOLS

Figma · FigJam · Notion · Trello · HubSpot · CMS platforms · WordPress · Subtitle Edit · Adobe Photoshop · Google Docs · Slack · Excel