

Hello,

I'm Claudia Francesca Mueller. Get in touch!

Amsterdam, the Netherlands / 0618286026 / [Email](#) / [LinkedIn profile](#)

Fluent in English, German, Italian and Dutch

I turn multilingual content from a cost centre into a strategic asset. With 15+ years of experience at the intersection of content and language technology, I lead by shaping vision and building scalable systems. From content models and AI workflows to voice governance across 15 markets. Currently writing a book on UX Content and Localisation for Rheinwerk Verlag (September 2026).

Career Highlights

- Rebuilt a localisation pipeline at Trusted Shops that automated 17 manual steps and freed up 1 day a week (32 hours monthly), redirecting that capacity from coordination into language quality improvement and faster market delivery.
 - Redesigned the localisation infrastructure at Trusted Shops using Blackbird, automating 70% of UX localisation tickets end-to-end and cutting cycle time from multi-day manual handoffs to near-instant delivery.
 - Built an AI-powered content design system at Trusted Shops from scratch, from 35% to full scope in GitHub, with markdown-based content models aligned to design tokens — adopted by 3 product teams within 6 weeks and reducing per-feature content creation effort at scale.
 - Increased email conversion by 17% for a consumer-facing product team through content-led A/B testing, demonstrating direct revenue impact from language and copy decisions.
 - Localised and grew VPRO's international YouTube channels for German-speaking audiences through content strategy, metadata and keyword optimisation, reaching 100K subscribers and a Silver Creator Award.
 - Embedded responsible AI adoption across product and technology by serving as AI Ambassador, guiding the UX team through generative AI experimentation to establish a new agentic workflow that reduced content-to-market production cycles (from months to two weeks).
 - Writing a book on UX Content and Localisation (Rheinwerk Verlag/Heise group, September 2026) — a practical framework for businesses building a multilingual content team.
-

Work Experience

Trusted Shops – Head of Content Design and Localization 2024 – Present

Leading international content & localization team (4 people). Owning language quality, voice & tone governance, and multilingual standards across digital products. Remote.

- Shifted the content design and localisation function from a reactive service to a strategic product discipline by defining the vision, operating model, and governance framework in partnership with senior leadership to drive conversion in all 15 markets.

- Established language quality as a measurable, owned standard across all customer-facing digital touchpoints by setting voice and tone governance and multilingual communication strategy for a product organisation operating across 15 European markets.
- Cut localisation cycle time from multi-day manual handoffs to near-instant delivery for low-risk content by designing and implementing an AI-driven infrastructure that automated 70% of UX localisation tickets end-to-end, freeing up more time for strategic work.
- Architected an AI-powered content design system from scratch — with content models and localisation logic aligned to design tokens — accelerating consistent content standards across 3 teams within 6 weeks and speeding up product shipping.
- Initiated the company's first AI and innovation guild, creating the space where AI use cases were first discussed and laying the groundwork for the dedicated AI solution team that was built.
- As a selected AI Ambassador for Product and Technology, I drive AI adoption across 10 product teams, lead new agentic UX workflows, and collaborate with ambassadors across the organisation on company-wide initiatives.
- Embedded language quality directly into the development process by partnering with Product, UX, and Engineering, reducing revision rounds and eliminating handoff friction between language and product delivery.

Trusted Shops – Principal / Senior Language Strategist 2021 – 2024

Driving and leading priority initiatives, including processes and systems to professionalise and grow our content design and localisation discipline and team. Remote.

- Made consistent, on-brand copy the default across product teams by developing voice and tone guidelines for an organisation with no shared language standards and integrating them directly into the design system.
- Scaled language quality without scaling headcount by embedding voice and tone governance into a custom AI writing buddy built before GPTs existed, saving the content team 6–8 hours per week in revision cycles.
- Increased email conversion by 17% by leading content strategy and A/B testing for a consumer-facing product team.

Mango Kollektiv – Co-Founder / Content and Localization Consultant 2019 – 2021

Independent consultancy supporting international brands on localization, transcreation and market entry.

- Delivered localisation and transcreation for cross-border product marketing, including travel content for KUONI's customer magazine "Elsewhere by KUONI".
- Led customer profiling strategy for KUONI through qualitative interviews and persona development.
- Led cultural and linguistic adaptation workshops for product and marketing teams, including the German-Dutch Chamber of Commerce.
- Supported market entry into German-speaking regions (DE, AT, CH) for clients like Plantsome.

VPRO – International Language and Content Strategist 2018 – 2020

On-site role leading international content strategy for a Dutch public broadcaster's digital channels.

- Developed a content localisation strategy for VPRO's international YouTube channels — adapting content, metadata and keywords for German-speaking audiences — growing the channel to 100K subscribers and a Silver Creator Award.
- Built sustainable international audience reach by establishing language partnerships and community infrastructure across markets that outlasted the initial EU-funded project scope.

Industry Leadership (2020 – 2025)

Speaker at LocWorld • Button Conference • ELIA • Loctalk • UX Writing Conference • AdpList Event.

Moderator at LocWorld • LTUX Amsterdam • Growing in Content. • Founder of the Future of Content Community, Amsterdam.

Publications

- *UX Content and Localisation*, Rheinwerk Verlag (Heise Group), September 2026 — a framework for organisations building AI-ready, inclusive multilingual content systems.
-

Education

Bachelor in Teacher Education, German Degree 2015 – 2018

Amsterdam, The Netherlands

Bachelor Journalism, Bachelor Translation, minor Cinema Studies 2004 – 2009

Zurich, Switzerland

Certifications

- **2025** – Disruptive Innovation, *IMD Business School*; Leading in Times of Change, *Toodi*.
 - **2024** – Introduction to Conversation Design Cohort, *Convocat B.V.*; Designing Generative AI for Content and Conversation, *Maven*.
 - **2023** – Prompt Designer Conversational AI, *Conversational Design Institute*; Content Strategy 2-day Course, *Content Design London*; Future Leadership Class, *Trusted Shops*.
 - **2022** – Digital Leadership, *Growth Tribe*.
 - **2021** – Global Language Strategy Master Class, *The Localization Institute*.
 - **2020** – Content Design Academy, *Content Design London*.
-

Technical Skills – AI, Language & Localization

Voice & Tone Governance · Language Quality Systems · Multilingual UX & Product Language · Human–AI Collaboration · GenAI for Language Services · AI Content Operations · Conversational AI & Prompt Design · Localisation Automation · Language Automation · KPI-driven Improvement · Stakeholder Leadership