

UX Content Professional

Contact

# Hello, I'm Claudia Francesca Mueller.

This is my work experience on a fact sheet. Behind every journey, there is a story. Interested to know more?  
Get in touch!

## Experience

*Trusted Shops, Remote*

### PRINCIPAL CONTENT DESIGN AND LOCALISATION

I drive and lead priority initiatives, including processes and systems to professionalise our content design and localisation discipline and grow our team.

The goal is to empower others and grow our craft community.

As a Principal, I also work alongside management in defining our team's vision and strategy.

- Grew headcount +3
- Built UX writing Buddy chatbot
- Mentoring UX Writers and Designers

### SENIOR CONTENT DESIGNER

With a Content Design mindset, I craft UX copy for products, give features a name and enhance content processes.

I think about the role of content in digital products and how to align it within the product unit and beyond.

- Created Questionnaire Customization feature
- Developed voice & tone guideline
- Led localisation project on subject lines, increased e-mail conversion by 17%

*Celebrate company, remote*

### FREELANCE CONTENT DESIGNER

In this project, I started with user research, passed on user needs to identify what kind of content best fits the users and then sketched different prototypes for a redesign of the recruitment page.

- Redesign of recruitment process website

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View portfolio with password  
CLF980

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Education

### 2015-2018

*Bachelor teacher education*

*German degree*

Amsterdam, The Netherlands.

### 2004-2009

*Bachelor Journalism*

*Bachelor Translation*

*minor Cinema Studies*

Zurich, Switzerland

Skills

- Content research
- Information architecture
- Developing and localizing voice and tone
- Content strategy
- Content mapping
- Transcreation
- Leading and coaching

Certifications

### 2023

Content Strategy 2-day course

Content Design London

Future Leadership Class

Trusted Shops

2022-

2021-2022

2020-2021

2019-2021

*Mango Kollektiv*

**CO-FOUNDER**

Mango Kollektiv helps companies do better business in Germany/the DACH market through a mix of Product Marketing & Content Design/UX Writing.

- Created customer persona based on research
- Led workshops around cultural differences Germany/Netherlands
- Conducted qualitative research

2018-2020

*VPRO, on-site*

**CONTENT STRATEGIST**

I was tasked with developing a content strategy for the international VPRO YouTube channels as part of a project funded by the European Union. I focused on optimizing metadata, conducting content data research, and providing localization services for the German market. I built partnerships and engaged in community management to increase the visibility and relevance of the broadcaster VPRO. My commitment was to create high-quality content that resonated with audiences across borders and languages.

- Silver Creator Award for YouTube Channel vpro international
- Experimenting with the right content at the right time and with the right keywords for channel growth
- Stakeholder management and alignment

2017-2018

*Spalder Media Group, on-site*

**MANAGING EDITOR**

I was working on a new platform that caters to mountain sports and outdoor lifestyle enthusiasts. My responsibilities included SEO, content strategy, content planning, and content creation.

I also managed a team of five freelancers.

- Strategic content work
- SEO as a key topic
- Managing a team and giving direction

2014-2017

*Caland2/Richemont*

**FREELANCE JOURNALIST/GERMAN TEACHER/CLIENT RELATION MANAGER**

As a freelance journalist, I covered travel stories for Kuoni, a tourism company. As a Client Relation Manager at Richemont, I assisted German, Swiss-German, Italian and English, customers

**2022**

Digital Leadership  
Growth Tribe

**2021**

Global language strategy  
master class  
The Localization Institute

**2020**

Content Design Academy  
Content Design London

**2020**

Content Design 2-day  
course  
Content Design London

**2019**

Scriptwriting for online  
video  
vpro broadcast

**2018**

Audience Growth,  
YouTube

Volunteering

**2022-**

*Guild master customer insights*  
Trusted Shops

**2021-2021**

*Content Designer*  
WONDER Foundation

**2021-**

*Organisation, Mentoring,*  
*Moderation*  
Ladies that UX Amsterdam

Speaking,  
moderating

*mer, pr*  
*and copy, presenter*  
Filmfestival Schaffhausen

on the phone and via email to choose the right watch (IWC).  
At a public school in Amsterdam, I was teaching kids (10-12 years old) German.

- Writing journalistic travel stories
- High-level communication in the luxury industry
- Learning to lead as a teacher

### *Ringier/Tamedia*

#### **JOURNALIST**

Various roles as a journalist at Swiss publisher Ringier and Tamedia. I have worked as fashion, news and magazine journalist online, offline, and cross-media. My main topic was lifestyle, with a focus on movies and fashion.

- Developing new concepts and formats
- Leading and coaching junior writers
- Writing articles, long-copy, and short copy

#### **2023**

Speaker  
*Loctalk23 Conference*

Speaker  
*LocWorld Malmö*

Moderator  
*LTUX Amsterdam Female Leadership Panel*

Speaker  
*UX Writing Conference*

Moderator  
*LTUX Amsterdam, UX Randstad, PWC*

#### **2022**

Speaker  
*ELIA (European Language Association) together*

#### **2021**

Speaker  
*Meet-up, UX Writing auf Deutsch!*

#### **2020**

Speaker  
*EU Content Catch-up*

#### **2009-2012**

Moderator  
*Filmfestival Schaffhausen*