

Ekaterina Krivova

# Content Designer CX

kat.krivova@gmail.com · linkedin.com/in/ekaterinakrivova · katkrivova.com · Ljubljana, Slovenia · Remote-first · EU work authorisation

Content strategy · UX writing & editing · Self-service and Help Center systems · Financial products

---

## Profile

---

I design self-service content systems for financial products, working where content strategy, UX writing and technical communication meet. My scope covers Help Centers, in-product messaging, chatbots, email, SMS and push notifications – explaining complex functionality clearly enough that users solve their own problems instead of writing to support.

I have run content across 4+ Help Centers and 10+ languages, and I measure the work by what happens after publication: satisfaction, resolution and the tickets that never get opened.

## Content strategy

---

- **Tone of voice systems** – a single voice shared by the interface, human agents and automated replies, documented with usage rules and response templates rather than adjectives.
- **Content architecture** – structuring knowledge bases so answers are findable by search, by navigation and by a bot querying them.
- **Demand-driven roadmap** – analysing chat transcripts and site search to decide what to write next, so the backlog reflects what users actually ask instead of what the team assumes.
- **Cross-channel help journeys** – mapping where a question surfaces and which channel should answer it: microcopy in the flow, a bot reply, an article, or a proactive notification before the question appears at all.
- **Multilingual planning** – deciding what is localised, what is market-specific, and how a voice survives translation across 10+ languages.

## UX writing & editorial

---

The editorial half of the role: auditing and rewriting everything a customer reads.

- Help Center articles – restructured into question-led, scannable answers with clear next steps.
- Transactional email and SMS – shortened to a single clear action, with subject lines that survive a crowded inbox.
- Push and in-app notifications – written for a small screen and a distracted reader.
- Error messages and system states – saying what happened, what it means, and what to do now.
- Onboarding and in-product microcopy – buttons, labels, tooltips, empty states and confirmations.

## AI, chatbots and automated answers

---

Automated support is only as good as the content underneath it. I review bot conversations to find where answers go vague or unhelpful, rewrite the source articles the bot draws on, and shape prompt examples so replies solve the problem instead of apologising for it.

The same discipline now applies to AI search. Generative engines quote Help Center and FAQ content directly, which makes structure and precision a visibility issue as well as a usability one – and in finance, an accuracy risk worth monitoring, since a paraphrased answer can quietly drop the wording compliance requires.

## Systems & operations

---

- Tagging and taxonomy for content that stays maintainable as it grows.
- Content health tracking – finding stale, duplicated and orphaned articles before users do.
- Localisation workflows across 10+ supported languages.
- Automation with n8n to remove repetitive manual steps from publishing and review.

## Collaboration

---

I work alongside Product, Design, UX, Engineering and Customer Support – turning recurring support issues into content, aligning copy with real user flows rather than final-stage screens, and bringing content into feature design early enough to change it.

## How I measure the work

---

- **CSAT** – satisfaction before and after a content change, tested rather than assumed.
- **First contact resolution** – whether the answer actually ended the conversation.
- **Self-service rate** – how many users resolved the issue without an agent.
- **Repeat ticket volume by topic** – the clearest signal that an article or message is failing.
- **Comprehension testing** – A/B tests and usability sessions on whether a message was understood the first time.

### Content Team Lead · Yoga Academy — Wellness EdTech Platform

2023 · Remote

- Ran the full editorial cycle for a B2C education product: planning, production, publishing, and post-publish review at a steady monthly cadence, keeping a live library current rather than shipping and forgetting.
- Built a customer-insight-driven content ecosystem connecting acquisition, onboarding, education, and retention, so each piece had a defined job in the journey instead of existing on its own.
- Designed segmented onboarding journeys for four distinct audience groups, replacing one generic sequence with paths matched to what each group actually came for.
- Replaced fragmented manual sends with event-driven trigger architecture, so lifecycle communication ran on user behaviour instead of someone remembering to press send.
- Coordinated everything a piece needed before it shipped: instructor quotes and photos, cover briefs, designer handoffs, vendor invoices and approvals — chasing the missing part rather than waiting for it.
- Led a cross-functional content team and owned the calendar and change records as the single source of truth for a distributed group.

### Content Lead · BTicino — Electrical Design Leader

Jan 2018 – Mar 2020

- Developed enterprise content strategy across product lines and channels, with UX-focused content and microcopy that improved onboarding and engagement.
- Introduced testing and optimisation practices, treating published content as something to measure and revise rather than finish.

## **Content Manager** · Legrand — Electrical Equipment Leader

*Jan 2013 – Jan 2018*

- Created product content and reusable content systems used across multiple product lines, with style guides and standards that kept a large catalogue consistent.
- Supported marketing and sales through product storytelling and editorial content, working to strict technical accuracy requirements.

### **SKILLS & TOOLS**

---

**AI in production:** Claude and other LLMs for drafting, refreshing, and reviewing live copy; prompt iteration; conversational AI training; spotting AI patterns in published text.

**Content operations:** Editorial cadence, content audits and refresh cycles, change logs, information architecture, knowledge management, localisation, UX writing, A/B testing, analytics.

**Tools:** Jira, Notion, Confluence, Figma, Miro, WordPress, Zendesk, Freshdesk, Intercom, n8n, Google Analytics, Slack. Comfortable picking up GitHub and Claude Code.

**Languages:** Russian (native), English (C1), French (C1), Slovenian (A2).

### **CERTIFICATIONS**

---

- Advanced Conversation Design — Google (2025)
- Conversation Design Fundamentals — Google (2025)
- UX Design Patterns — Uxcel (2024)
- UX Research — Uxcel (2024)

### **EDUCATION**

---

- Russian University of Humanities — BA, Communication & Media Studies
- Advanced Communication School MACS — Postgraduate Studies
- BBDO Academy Wordshop — Brand Strategy