

# Ekaterina Krivova

Senior Content Designer · Product & Support Communications  
*FinTech · Banking · SaaS*

Ljubljana, Slovenia · remote, EU work rights

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## ABOUT

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Senior Content Designer focused on multilingual product and support content in regulated FinTech. I design content systems — onboarding flows, knowledge bases, AI bot training, and triggered communications — that measurably reduce support load and improve activation.

Most recently at Admirals, a global broker operating across 10+ markets, where I cut repetitive support tickets in top categories by up to 35% and lifted triggered email conversion by 15%. Before that, I led content at an EdTech platform and at two enterprise European brands (BTicino, Legrand).

I treat content as infrastructure, not output: every article, email, and bot answer is part of a system that has to scale across languages, surface in retrieval, and hold up in production.

## IMPACT

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Repetitive support tickets in top categories	<b>-35%</b>
Triggered email conversion	<b>+15%</b>
AI bot answer accuracy	<b>+30%</b>
Customer queries handled by AI bot (10 languages)	<b>60%+</b>
Help Center portals owned	<b>4 / 160+ articles</b>
SMS / 2FA message volume	<b>-20%</b>

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## EXPERTISE

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### Product & Support Content

UX writing for product flows · Error states and edge-case copy · Onboarding and activation · KYC, deposit and account-lifecycle messaging

### Content Systems

Help Center information architecture · Knowledge base operations · Localization workflows for 10+ languages · AI bot training, QA and retrieval-friendly article templates

### Lifecycle Communications

Triggered email, SMS, push and in-app messaging · Event-driven product communications · A/B testing and conversion optimization · Defining technical requirements for events and triggers

## EXPERIENCE

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### **Admirals** · Senior Content Designer (Product & Support)

*Nov 2022 – Present · Cyprus (remote from Slovenia)*

Global FinTech broker · 10+ markets · web, app, Help Center

- Owned the multilingual content system across 4 Help Center portals, 160+ articles and 10+ languages. Reduced repetitive tickets in top categories by up to **35%** and improved self-serve helpfulness scores.
- Trained and QA'd a multilingual AI support bot (10 languages) that now handles **60%+** of incoming queries across web, app and Help Center. Improved answer accuracy by **30%** through prompt iteration, fallback review and retrieval-friendly article templates.
- Redesigned the triggered product communications system covering onboarding, KYC, deposit, activation and reactivation. Lifted triggered email conversion by **15%** and cut SMS / 2FA message volume by **20%**.
- Defined event schema and technical requirements for product-driven communication flows in partnership with Product and Engineering. Owned reliability, fallback content and A/B optimization in production.
- Set up ToV, regular content audits and translation QA dashboards. Introduced AI tooling into the localization workflow to compress turnaround on product updates.

### **Yoga Academy** · Content Lead

*Mar 2020 – Oct 2022 · Serbia*

EdTech · online learning platform

- Cut support tickets by **35%**, improved resolution time by **20%**, lifted CSAT by **12 points** and retention by **8%** through customer-focused content strategy.
- Built the editorial pipeline turning customer cases and search-query data into SEO content. Drove **+20%** organic traffic.
- Managed freelancers and led cross-functional content operations.

### **Earlier**

**BTicino**, Italy — Content Lead (Jan 2018 – Mar 2020) · **Legrand**, France — Content Manager (Jan 2013 – Jan 2018) · **BBDO Worldwide** — Brand Strategy intern (Nov 2010 – Jun 2011).

Enterprise content systems, product narratives and brand voice for two European electrical-equipment leaders. Early career in advertising and brand strategy.

## TOOLS

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Confluence · Zendesk · Freshdesk · Notion · Jira · Figma · n8n · Google Analytics · ChatGPT · Claude

## EDUCATION

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- Yandex Practicum — UX Copywriter (2022)
- BBDO Academy Wordshop — Postgraduate, Brand Strategy (2018 - 2020)
- Advanced Communication School MACS — Postgraduate, Communication & Media Studies (2016 - 2018)
- Russian University of Humanities — BA, Communication & Media Studies

## **CERTIFICATIONS**

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

## **LANGUAGES**

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English (Professional) · French (Professional) · Slovenian (Limited) · Russian (Native)