
Mario Ferrer

Senior UX Writer

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About me

Words can make or break a user experience. They can guide people to complete their tasks and also help teams solve complex design problems. As a Senior UX Writer, I collaborate with product teams to make sure we're crafting digital experiences that leverage language in a way that is clear, concise, and useful.

Over more than ten years, I've gained experience in content design, content strategy, and project management working across several industries like advertising, tech, mobile games, and travel.

Skills

- UX Writing
- Content Design
- Content Strategy
- Copywriting
- Workshop Delivery
- Speaker and UX Writing mentor

Experience

Senior UX Writer at Skyscanner

May 2020 - Present

I've joined the Flights team and the Accommodations team where I'm responsible for the content design and UX writing for the e-commerce transactions. I'm also part of the team that's working on integrating content components into the Backpack design system.

UX Writing Lecturer and Speaker

November 2017 - Present

I teach to share what I've learned about UX Writing in the following programs:

- Interactive Digital Projects Master's Degree at LCI Barcelona
- UX Writing Course at Shifta by Elisava
- UX Writing Course at Domestika

I've also been invited to speak about UX Writing at several design and content events:

- Button Conference
- UX Writer Conference
- LocWorld 42
- GameGlobal
- Women in Tech Summit
- Service Design Days
- World IA Day
- TechTribe
- Several meetups based in Barcelona, Stockholm, London, and Mexico

Senior UX Writer at King

June 2017 - April 2020

I was part of the process of building a new network system for King's millions of players. I was responsible for creating the content strategy and UX writing for Live Operations (marketing and game) feature. Hired and mentored the second UX Writer in the company and evangelized the value of the role within the UX/UI craft as well as game studios.

Copywriter/UX Writer at King

June 2014 - May 2017

As part of the UX Design Team, my main focus was to help craft clear, concise, and useful microcopy on several channels to guide players across King's game network. I also helped introduce UX Writing into the company as the first UX Writer and created the first UX Writing guidelines for Candy Crush franchise, Bubble Witch franchise, and Farm Heroes franchise.

Copywriter at Softonic

February 2011 - May 2014

Worked with the Brand and Communications team to generate creative concepts and wrote copy for online advertising campaigns. Developed the brand's copywriting style guide and led a team of external translators.

Copywriter at LetsBonus

September 2010 - January 2011

Crafted creative concepts and wrote copy for the Mexican and Spanish markets. Created copy for social media and email marketing campaigns for the Mexican market.

Apple Expert Lead Trainer at Sellbytel

September 2009 - August 2010

Trained and guided Apple Online Store new starters on Apple products and sales techniques. Apple Product Professional Certification: 2009 and 2010

Junior Copywriter at VRTC, Inc.

February 2008 - March 2009

Helped Senior Copywriters during the creative concept phase and wrote copy for advertising campaigns. Created content for the corporate blog and email marketing campaigns.

Accounts: Mexicana Airlines, Ferrero, American Honda Export Sales Division, and Maseca USA

Marketing Intern at Prego Viajes

January 2007 - January 2008

Created and translated content for the corporate blog and weekly newsletter.

Education

Course, Content Design @ Content Design London

2019 - 2019

Course, Human Computer Interaction @ The Interaction Design Foundation

2018 - 2019

Certification, Scrum Product Owner @ Scrum Alliance

2018 - 2018

Course, Creativity for digital products and services @ Complot Escuela de Creativos

2015 - 2015

Postgraduate Diploma, Copywriting @ Instituto Tecnológico y de Estudios Superiores de Occidente, A.C.

2008 - 2008

Bachelor's Degree, Marketing @ Instituto Tecnológico y de Estudios Superiores de Occidente, A.C.

2004 - 2008

Languages

English

Native or bilingual proficiency

Spanish

Native or bilingual proficiency

French

Limited working proficiency

Catalan

Limited working proficiency