

# Igor Thomas Gehard

## Lead Content Designer | UX Writer | Localization Specialist

[LinkedIn](#) | [WhatsApp](#) | [Portfolio](#)

Senior Content Designer with 20+ years of experience in content, including the last 6 years focused on UX and product content. Strong background in game localization, content systems, voice & tone strategy, and cross-functional collaboration. Worked with major companies like ADP, Bradesco, and Contabilizei, as well as global apps and indie games. Skilled in creating scalable content solutions, driving consistency, and improving user experience with measurable impact.

## | PROFESSIONAL EXPERIENCE

**ADP** October/2025 – Present | Remote

### Lead Content Designer / Localization Manager

- Led content strategy and localization efforts for HR and payroll products in B2B environments.
- Built and maintained a content system with guidelines, components, and governance.
- Acted as content lead in product squads and stakeholder alignments.
- Mentored UX writers and supported the discipline's growth across teams.
- Drove content decisions in discovery efforts, focusing on clarity and experience.
- Adapted product content for the Brazilian market in partnership with global teams.

**Amma Pregnancy Tracker** September/2025 – Present | Remote

### Senior Content Designer / Localization Specialist

- Created UX content for one of the world's largest maternal health apps.
- Localized app screens and push notifications into Brazilian Portuguese.
- Designed microcopy, lifecycle messaging, and onboarding flows.
- Applied brand voice with emotional and cultural awareness.
- Restructured the planning-mode onboarding using storytelling techniques.
- Collaborated with international stakeholders in English.
- Delivered clear, strategic documentation aligned with UX Writing best practices.

**Contabilizei** February/2025 – October/2025 | Remote

### Senior Content Designer / UX Analyst

- Led UX content strategy for tax and accounting platforms.
- Standardized microcopy across digital products and created onboarding and retention flows.
- Collaborated with Product Designers, PMs, and Researchers in agile squads.
- Applied usability heuristics and ran content testing to improve clarity and conversion.
- Used tools like Figma, Miro, and CMS platforms for cross-functional collaboration.
- Participated in discovery sprints and design reviews.

QiBit/GiGroup. March/2023 – March/2025 | Remote

### **Lead UX Writer / Content & Localization Manager - Contract**

- Led content operations and localization across 4 languages.
- Developed Content Systems and Brand Style Guides.
- Managed a team of UX writers and localization partners.
- Planned and executed copy for onboarding, engagement, and transactional flows.
- Ran A/B testing and tracked UX KPIs to guide iteration.

Bradesco. September/2022 – January/2025 | Remote

### **Senior UX Writer / Localization Specialist**

- Created and localized products in 3 languages.
- Reduced help requests by 55% by creating a strategic FAQ page.
- Applied research insights to interface improvements.
- Worked across the full product lifecycle, from discovery to delivery.
- Established scalable content guidelines.
- Measured content impact using qualitative and quantitative data.

Guide121. March/2022 – August/2022 | Remote

### **UX Writer / Conversational Designer**

- Standardized language and emoji use across 40+ chatbots.
- Defined tone of voice for virtual assistants in the hospitality sector.
- Increased autonomous resolution by 87% with 24/7 bots.
- Created the Style Guide and led validation through A/B testing.

Gixer Entertainment. November/2021 – April/2022 | Remote

### **UX Writer / Copywriter / Localization**

- Wrote UI content, dialogues, and narrative copy for mobile and PC games.
- Localized game content from English to Brazilian Portuguese.
- Created game descriptions and marketing copy for platforms like Steam.
- Participated in user testing to evaluate copy effectiveness and clarity.

Geiko Games. October/2019 – August/2020 | Remote

### **Game Localizer / UX Writer / Copywriter**

- Wrote UI content, dialogues, and narrative copy for mobile and PC games.
- Localized game content from English to Brazilian Portuguese.
- Maintained consistency with terminology and tone of voice.
- Participated in user testing to evaluate copy effectiveness and clarity.
- Delivered under tight deadlines with focus on quality and fluency.

## | ADDITIONAL RELEVANT EXPERIENCE

Localized mobile games such as **Merge Ducks 1 & 2** into Brazilian Portuguese, including UI, dialogues, menus, and tutorials.

Delivered high-quality localization under tight deadlines, ensuring cultural relevance and consistency in terminology.

Over 20 years of professional experience in translation, localization, copywriting, and editing across industries including tech, finance, entertainment, and education. Worked on a wide range of content types such as marketing copy, help center articles, in-app content, product documentation, and editorial pieces.

## | EDUCATION

BA in Portuguese/English Language and Literature (Anhanguera)

Postgraduate in UX (Anhanguera)

Postgraduate in Digital Journalism (Unopar)

## | LANGUAGES

Portuguese – Native

English – Proficient (C2 – Cambridge CPE, EF SET, TOEFL)

Spanish – Basic

## | SKILLS & TOOLS

- Game Localization
- UX Writing and Microcopy
- Content Systems and Style Guides
- Conversation Design
- A/B Testing and Usability Research
- Tools: Figma, Adobe XD, Miro, Notion, Jira, CMS platforms
- Soft skills: Critical thinking, active listening, cross-functional collaboration

## | COURSES & CERTIFICATIONS

### UX Writing & Digital Content

- UX Writer and Digital Content (Collis Bootcamp)
- Tone and Voice Calibration (Collis)
- Copywriting (Rock Content University)
- Web Content Editing (Rock Content University)

## **Conversational Design**

- Virtual Assistant Conversation Design (Collis)

## **Design & Interfaces**

- Figma - Interface Design (Udemy)

## **UX & Research**

- UX (FIAP)
- UX for Public Digital Services (ENAP)

## **Languages**

- Certificate of Proficiency in English (CPE - Cambridge)
- EF SET C2
- TOEFL

## **| COMMUNITY ENGAGEMENT**

- 2x Top 10 UX Writing Mentor (ADPList)
- LinkedIn Community Top Voice (2024)
- Speaker at UX Writing Workshop, Banco do Brasil

## **| ATS KEYWORDS**

UX writing, content strategy, onboarding flows, retention flows, localization, tone of voice, accessibility, stakeholder alignment, Figma, conversational design, research-based content, A/B testing, Portuguese, English, Spanish, CAT tools, design systems, product UX, mobile UX, content testing, KPI tracking, international collaboration, style guide, voice and tone, taxonomy, product design partnership