



CAMILLA MACCAFERRI

COPY & UX WRITER

ABOUT

Born in 1984, passionate copy and UX writer, my goal is to deliver appealing digital content, with a focus on the user experience.

With relevant experience in international contexts, I'm equally confident with Italian and English. I've also had experience in the fields of creative writing, journalism, scriptwriting, digital learning, filmmaking, marketing and communication.

PROFESSIONAL SKILLS

Copywriting
UX writing
Creative and script writing
Content strategy
Marketing and research
Project management
Client facing

SOFTWARE

Figma
Sketch
Miro
Abstract
Video editing (Final Cut, Premiere)
Articulate Storyline 360

LANGUAGES

English C2 (Proficiency + TOEFL)
Spanish C1
German B2

EDUCATION

PH.D IN CULTURES OF
COMMUNICATION
Università Cattolica di Milano | 2010 -
2013

M.A. IN MODERN LITERATURE
Università degli Studi di Pavia | 2006 -
2009
110/110 cum laude

B.A. IN MODERN LITERATURE
Università degli Studi di Pavia | 2003 -
2006
110/110 cum laude

EXPERIENCE ABROAD

San Francisco State University -
fellowship (2007)

Italian Embassy Washington, DC -
internship (2009)

CONTACT

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RELEVANT EXPERIENCE

UX WRITER AND CONTENT SPECIALIST

Casavo | Jan 2022- current

- Production of all UI content in English, Spanish and Italian through an end-to-end process, including Figma prototyping.
- Expert analysis and review of UX and content for the existing touchpoints.
- Content strategy, content design system and style guides creation and implementation.

UX WRITER AND CONTENT SPECIALIST

iGenius | Jul 2020 - Dec 2021

- Production of all UI content in main product, crystal, both in English and Italian through an end-to-end process, including Figma prototyping.
- Content strategy, content design system and style guides creation and implementation.
- Production and editing of the Resources site section, in English and Italian.
- Concept creation and scriptwriting for corporate videos.
- Ideation and implementation of the Ethalks project, a series of workshops focused on design ethics.

CONTENT AND SOCIAL MEDIA SPECIALIST

Assist Digital | May 2019 - Jul 2020

- Implementation of content and social strategies for clients (Fiat, Eni, Toyota...).
- Delivery of digital end-to-end content and UX writing projects, from the concept ideation to the final output.
- Digital content creation and editing, both in Italian and English.
- Concept creation and scriptwriting for corporate videos.

DIGITAL COPYWRITER

Accenture Interactive Sep 2014 - Apr 2019

- Delivery of digital end-to-end content and UX writing projects, from the strategy to the concept ideation and the delivery of the final output for different international clients (Intesa, Samsung, Unicredit...).
- Instructional designer activity with digital learning team.
- Concept creation and scriptwriting for corporate videos.

OTHER EXPERIENCE

- Implementation of content, user and customer experience strategies for a new cinema portal, [LongTake](#) (2014-2016).
- Communication specialist at PCH Media (2013-2014).
- Production Manager and Press Office at Giovio15 (2010-2012).
- Junior Press Office at Embassy of Italy, Washington DC (2009).
- Film critic for [I-FILMSonline](#), [LongTake](#), [FareFilm](#), [Cineforum](#), Bollywood Magazine (2011-2016).