**LUCIANA ALVEAR**

<https://www.linkedin.com/in/luciana-alvear-voigt/>

[Portfolio Luciana Alvear | TECHKNOWBOT](https://techknowbot.com/portfolio-luciana-alvear-1)

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**MGM RESORTS INTERNATIONAL |** *Jun. 2023 – Present*

CONTENT STRATEGIST

* Create dynamic product experiences that bring MGM customers’ digital solutions to life.
* Partner with strategic stakeholders throughout the software development cycle for desktop and mobile solutions, increasing customers’ social engagement.
* Facilitate UX/UI enhancement opportunities to drive engagement and generate new revenue streams originating from the MGM Rewards Loyalty Program and E-Commerce

I’m the Content Strategist for two teams:

1. **Commerce:** E-commerce flows such as Payments, Wallet, Resort Selection, Room Booking, Show Ticketing, and Packages.
   * I work with 5 UX Designers + 1 Researcher.
2. **Loyalty:** Rewards Program for MGM Resorts International Members.
   * I work with 4 UX Designers + 1 Researcher.

We work with Figma, Vega Design System which includes the Component library, and the Content standards; Confluence for requirements; and Jira for task follow-up.

* I have the same level of contribution as UX Designers, which means that I recommend components to be used, I edit microcopy directly in Figma, and I provide comments for Product Owners and Project Managers.
* I craft Customer Journey Maps, analyze requirements, co-ideate research scripts, co-design Lo-fi Wireframes, gather agreement with Marketing and alignment with Brand Tone & Voice, validate content with Legal representatives, present my deliverables for stakeholders’ approval, fully deploy Hi-fi Mockups in Figma for DEV teams offshore, and perform QA before final deployment for final users.
* I work in Spanish with Designers from Colombia and Mexico, and in Portuguese with Designers from Brazil.

**Accomplishments:**

* Redesign of the MGM Resorts International Rewards page
* Rewards Dashboard Creation
* Launch of the My Challenges program holding special offers only for the Rewards Members
* VIP Host room booking experience
* F1 Package booking experience

**HEWLETT-PACKARD INC. |** *Apr. 2023 – Jun. 2023*

SENIOR UX WRITER

* Leads and ideates content goals for complex projects across multiple platforms​.
* Writes original short- and long-form content that maintains brand consistency across all channels​.
* Reviews and evaluates content for compliance with brand guidelines and standards; provides tangible feedback to improve quality and user comprehension.​
* Leads a project team of other writers including internal and outsourced partners to develop informative and engaging content for B2C and B2B audiences.

I was the Senior UX Writer for UICD – User Interface Creative Direction. UICD was accountable for the future strategic vision and creative direction of a modern end-to-end digital UI easily recognizable as HP across Consumer Services & Solutions (CSS). This includes creating a world-class user interface competitive against brands such as Apple, Google, and Microsoft. ​

I worked with two teams:

* HPX & HP ONE: Unified portal for all solutions HP.
  + I worked with 3 UX Designers and 4 Visual Designers.
  + I was responsible for developing language strategies across multiple digital touchpoints.
  + Coordinated with Marketing to apply the right tone of voice that successfully engages, informs, and delights both B2C and B2B audiences.
  + I developed the HPX Partner Style Guide with strong affordances on “how to” tailor the content.
  + I communicated in Spanish with the Project Manager in Barcelona

**Accomplishments:**

* Deployed the HPX Partner Style Guide

**WELLS FARGO BANK |** *Nov. 2021 – Apr. 2023*

SENIOR CONTENT DESIGNER

* Craft content for online banking applications, mobile, and websites.
* Partner and collaborate with Interaction Design, UX Designers, Accessibility (A11Y) Coaches, and Producers to provide outstanding customer experiences.
* Understand the needs, personality traits, and processes of Corporate Business users and the tools that support their business. Translate the research results to inform the UI Content for International Payments, ACH and real-time Payments, and Transfers.

I was a Senior Content Designer for the Payments team and worked with several teams of UX Designers + with a large team of Content Designers.

* I led multiple content initiatives in addition to my daily content design work in Figma for new and enhanced UI functionality in the Payments space of Wells Fargo Vantage, the online platform for commercial and corporate customers.
* I led content efforts for testing new tools and plugins to determine what would and wouldn’t help the team produce content and content deliverables and to educate partners on how the Content Design team was structured and how to work with us.
* I was also instrumental in helping to define new and updated content standards for the Commercial & Corporate Digital Transformation, collaborating closely with other content design team members to ensure consistency and a more conversational and user-friendly language.

I worked with Figma, Confluence, Jira, Outlook, Office, and SharePoint. I was part of several Agile squads performing the software development cycle in a two-week sprint.

**Accomplishments:**

* Launch of the new Commercial & Corporate Payments Portal – Vantage
* Pilot the use of Figma as our Content Design tool
* Trained the Content Design team in Figma
* Developed Figma layouts and processes for the UX Content Design discipline

**PNC BANK** **|** *Feb. 2021 – Oct.2021*

UX WRITER

* Lead content creation for UI in collaboration with Designers.
* Craft content artifacts within the user interface.
* Define the participation of the UX Writer in the design process.
* Gather and translate the research to inform the UI Content for Wealth Management.

**TALENTGUARD |** *Dec. 2019 – Jun. 2020*

UX WRITER / SENIOR TECHNICAL WRITER

* Translate business needs, based on requirements from stakeholders into UX/UI copy, perform content audits of current artifacts, to update and modernize in-product technical content.
* Design in-product technical content aligned with user experience.
* Business Process Management for Succession Planning.
* Knowledge base and technical documentation for TalentGuard Role Management solution applying IBM Watson Talent Frameworks.
* I worked in Spanish with the Lead UX Designer and the DEV offshore team

**CHATBOT DEVELOPMENT |** *Jul. 2019 - Present*

CEO | TECHKNOWBOT

* Chatbot development with IBM Watson.
* Knowledge base integration with Chatbots.
* Case Study – *Brazil’s Leading Payroll Processing Provider, Senior Sistemas, Cuts Time Spent on Client Support by 2,400 Hours in Six Months via Integration of****IBM Watson Assistant-Based Chatbot*** *and MadCap Flare*

<https://www.madcapsoftware.com/case-study/senior-sistemas-uses-madcap-flare.aspx>

**SENIOR SISTEMAS / BRAZIL |** *Apr. 2009 – Jan. 2019*

KNOWLEDGE MANAGEMENT / TECHNICAL DOCUMENTATION COORDINATOR

* 10+ years of experience with technical documentation for HCM – Human Capital Management, ERP – Enterprise, Security and Access Control, Business Intelligence, and Financial Digital Solutions.
* Crafted: user guides, release notes, tutorials, knowledge base articles, brochures, chatbot content flows, and related material for marketing purposes, focusing on the final users/clients, for both client/server and SaaS solutions.
* 5+ years of experience as a team leader, managing bilingual technical writers, UX writers, and Portuguese-Spanish & Portuguese-English translators. We provided software, documentation, and chatbot translations to Spanish and English. Mentored technical writers, supported Agile knowledge management squads, and introduced Lean working methods to support the product`s release content strategy. Documentation deployment process automation coordination. Client communications.
* Winner of the “Human Being Prize – 2018. The Brazilian Association of Human Resources – ABRH recognizes professionals who have contributed in a relevant way, aiming to promote human and organizational development. <http://www.premioabrhsc.com.br/vencedores/>
* Established a new methodology for knowledge management and coordinated the content strategy, artifacts, and final outputs for the Corporate University, Technical Support teams, and Product Implantation teams, at Senior Sistemas. Speaker "Introducing KM methods, according to the SBGC – Brazilian Society of Knowledge Management." SBGC Knowledge Management case presented at KM BRASIL 2018 <http://www.kmbrasil.org/programa.html>
* Developed and managed the ‘Productivity in Implementation Services Project’ that integrated Senior Sistemas knowledge base for fiscal compliance with the chatbot SARA - Senior Automated Responsive Agent developed using IBM Watson.

**ROI**: 2,400+ hours of customer service reduction in the first 6 month

**NEW AGRICULTURAL EXPORTS CONSULTANT / ECUADOR** | *Feb. 1997 – Sep. 2004*

WORLD BANK SICA PROJECT

* Aided private investors and public agents with strategic information on new agricultural exports for the US market.

**SPEAKER**

**Chatbots and Translation: How Micro Content Authoring Can Fuel Chatbots, Customer Self-Help, and an Enhanced Customer Experience.** MadCap – Webinar – Oct. 2020

**Expert Panel: How to Stay Ahead of the Curve in the Constantly Evolving Content Delivery Landscape.**

MadCap - Webinar – Jul. 2020

**HACE – Hispanic Alliance for Career Enhancement (Houston)**

**Annual HACE Leadership Tour Speaker –** Feb. 2020 | “Inclusive Collaboration.”

**HACEMOS HOUSTON – TECNOLOchicas Speaker**

Closing Speaker for “Cultivate STEM Latina Leaders for the Future” – Jan. 2020

**The North Texas Lone Star STC -Society of Technical Communications** (Dallas) - Jul. 2019

“Knowledge Management: An Opportunity for Technical Writers.”

**MadWorld Summit 2019** – San Diego Apr. 2019

* “Knowledge Management for Bots using MadCap Flare.”
* “System Internationalization with MadCap Flare, MadCap Lingo, and MadCap Capture Integration.”

<https://www.madcapsoftware.com/madworld-conferences/madworld-2019/#content>

**Brazilian Society of Knowledge Management.** “Knowledge Management for Chatbots case study presented at KM BRASIL Summit – São Paulo Brazil, Sep. 2018.

**EDUCATION**

* Customer Experience Board Advisor 2024/2025 - **Our Lady of the Lake University – San Antonio**
* Digital Marketing Board Advisor 2023/2024 & Digital Marketing Certificate – **Texas A&M - Texarkana**
* B.A. Business Administration – Commercial Engineer/Productivity 1999 - **Pontifical Catholic University of Ecuador**
* Fluent English / Fluent Spanish / Fluent Portuguese