





Liudmila Cernat

Content Designer / UX Writer with a background
in Corporate Communications and Journalism

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EXPERIENCE

Content Designer & Communications Specialist @ Nokia

January 2023 — Present • Lisbon, Portugal

- **Content design:** Optimized content and information presentation on SharePoint sites to improve the user experience.
- **UX writing:** Crafted clear and concise language in web apps, providing the right amount of information to ensure users effectively accomplish tasks.
- **Change management:** Defined communication strategies, channels and streamlined smooth onboarding processes.
- **Knowledge sharing:** Coordinated with stakeholders, guided purpose-driven content creation and effective knowledge dissemination within Digital Office.

UX Writer & Content Designer @ Freelance

January 2022 — December 2022 • Lisbon, Portugal

- Applied design thinking principles to create mobile apps and responsive websites.
- Crafted products' voice and tone, content style guide, writing microcopy for onboarding screens, user tasks, interactions and emails.
- Developed sketches, wireframes and prototypes, conducting user tests and incorporating user feedback (needs and preferences).

Content Writer and Social Media Manager @ Fala Português

2020 — 2021 • Lisbon, Portugal

- Crafted and executed compelling digital campaigns for student admission.
- Researched, wrote and optimized content for website and social media platforms.
- Curated a monthly newsletter packed with valuable resources and learning tips.

Corporate Communications Specialist @ Hi Fly Airline

2020 • Lisbon, Portugal

- Crafted digital content strategies for Hi Fly, LSKY, Mesa-Maintenance & Engineering, Safeport, and Mirpuri Foundation.
- Planned and created content for social media, tracking user engagement.

Communications Specialist @ National Bank of Romania

2016 — 2019 • Bucharest, Romania

- Produced and contributed to press releases, daily news and TV broadcast summaries and media monitoring reports shaping the decision-making process.
- Collaborated with Romanian and foreign journalists, both at NBR's traditional press conferences and other hosted events.

Researcher @ Center for Conflict Prevention and Early Warning

2015 — 2016 • Bucharest, Romania

- Researched and authored weekly articles for the Strategic Decision Analysis Bulletin distributed to embassies and Romanian government decision-makers.
- Wrote and presented analyses on Russia, Ukraine, Moldova, including Transnistria and Gagauzia, during civil society debates on Moldova's National Security Strategy.

Journalist @ B365.ro, Revista 22, România liberă

2013 — 2015 • Bucharest, Romania

- Crafted news articles, in-depth investigative reports and analyses on foreign and domestic politics and issues related to public spending and governance.

EDUCATION

UX Writing Fundamentals

UX Content Collective

January 2023 — Present

UX: The Beginner's Guide

Interaction Design Foundation

February 2020

MA in Diplomacy and International Negotiations

National University of Political Studies and Public Administration, Romania

2013 — 2015

BA in Journalism and Mass Communication

University of Bucharest, Romania

2010 — 2013

CERTIFICATIONS

Google UX Design Certificate

September 2022

SKILLS

Content design, Content strategy, UX writing, User research and analysis, Conversation design, Sketching, Wireframing, Creating mockups and Prototyping.

SOFT SKILLS

Growth mindset, Curiosity, Empathy, Communication, Collaboration, Presentation

LANGUAGES

English, Portuguese, Romanian, Russian