



Senior Content Designer 2

**Catarina Abreu**

Porto, Portugal

## Experience



### Senior Content Designer @ Hotjar by Contentsquare

Jan 2023 - now, Remote

At Hotjar, an analytics tool that connects the why to user behavior, I work on the Growth Line, where I focus on:

- Leading and creating a Communication Canvas for our main segments based on research to understand how to communicate with them at different steps of the Growth funnel;
- Designing onboarding flows and AHA moments for specific users needs leading to +14.3% in the adoption rate;
- Designing the Churn deflection and reactivation strategies personalized on user cohorts, and in-app communication strategy for deflected users to improve their likelihood of staying, resulting in \$1M in revenue;
- Launching unmoderated tests, and collaborating with UXR to validate designs and explore users JTBD;
- Partnering and collaborating with Product Marketing for new pricing strategies, experiments, trials and reactivations;
- Co-creating Content Design prioritization methods, the Monetization Guidelines and others;
- Coordinating and partnering up with several teams to merge 2 companies into Contentsquare.



### Content Designer @ Bitso

May 2021 - Dec 2022, Remote

At Bitso, a Latin American crypto exchange, I worked at QR Payments, and Deposit & Withdrawals, where I focused on:

- Creating the first QR payment method via crypto for Latin America;
- Designing and improving Bitso deposit and withdrawal methods;
- Designing multiple flows to help users increase their account and assets security;
- Collaborating with Data Science to improve flows' conversion and assets on platform;
- Working with the Localization team to create tailored experiences for each country;
- Defining Content Guidelines and organizing internal workshops about Content Design.



### UX Writer & Copywriter @ Findster

Feb 2018 - Apr 2021, Porto

At Findster, an early-stage startup focused on pets' well-being, I worked on a multidisciplinary team, where I focused on:

- Designing content for Findster's products - Findster Duo, Care, and Home;
- Defining ads copy and creatives;
- Writing and defining product and transactional emails;

## Education



### Bachelor's Degree in Psychology and Master's Degree in Marketing

2012 - 2017, Universidade de Aveiro



### UX Writing Fundamentals

2020, UX Content Collective