

Kaliya Aneva

Content designer | UX writer

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ABOUT

I have a knack for turning complex concepts into clear messaging. After 5+ years of experience in Advertising, I've extended my expertise to the UX field. I have strong knowledge in defining user personas, content strategy and short- and long-form copy to know when, where and how to best present information to consumers. I'm particularly interested in content design, style guides, accessibility and readability.

EXPERIENCE

UX writer, Upper funnel

adidas

April 2021 - present, Amsterdam

Freelance UX writer, Upper funnel

adidas

Oct 2019 - April 2021, Amsterdam

Producing UX copy to both optimise and develop new experiences. Collaborating with design, product, research and stakeholders on a daily basis. Managing and coordinating the localisation/translation process.

Senior Copywriter

McCan Erickson

Mar 2018 - June 2019, Sofia

Independent copywriter for Mastercard. Creating creative concepts while strictly following brand guidelines to execute both ATL and BTL campaigns.

Senior Copywriter

Havas

Jan 2018 - Mar 2018, Sofia

Took the lead as the main copywriter for Vivacom. Facilitating ways of working within the team to create concepts, storyboards, TVC scenarios, radio spots, digital and OOH campaigns, etc.

Copywriter

Havas

Dec 2015 - Jan 2018, Sofia

Skills

- Design thinking
- Empathy mapping
- Research & analysis
- User-centric writing
- Management and organization skills
- Agile working
- Strong collaboration skills
- Positive can-do attitude

Tools & Technologies

Pen & paper, Jira, Microsoft suite, GSuite, Miro, Abstract, Figma, FigJam, Google Trends, Hemingway

EDUCATION

Master's degree in Literature

Sofia University st. Kliment Ohridski

Certificate in Advanced English

University of Cambridge