

RICARDO FILHO

Senior Content Designer | UX Writer | Conversational Design

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PROFESSIONAL SUMMARY

Senior Content Designer with 10+ years of experience in content and 5+ years in digital products, specializing in complex financial experiences. I turn business rules, regulatory flows, and intricate journeys into clear, consistent, outcome-driven content. I work at the intersection of Content Design, strategy, research, Conversational Design, and AI.

CORE EXPERTISE

Content Design • UX Writing • Content Strategy • Microcopy • Conversational Design • Content Architecture • Plain Language • Tone of Voice • Controlled Vocabulary • Accessibility • UX Research • Usability Testing • Design Systems • Prompt Engineering • GEO • SEO • Figma • Agile Methods

EXPERIENCE

Senior Content Designer | Itaú Unibanco | Aug 2025 – Present

- Work cross-functionally across Business Cards journeys within Itaú Empresas, a product ecosystem with high business, regulatory, and operational complexity.
- Define content strategies, architectures, and standards, as well as concepts and microcopy for critical journeys, improving clarity and consistency across the experience.
- Partner with Product Designers, Researchers, PMs, Engineering, and business teams, contributing to product decisions from problem definition through solution delivery.
- My role goes beyond interface writing: I challenge assumptions, frame content problems, and help teams make better decisions about how the product communicates.
- I also contribute to AI-powered conversational experiences, defining language, escalation flows, and response guidelines.

UX Writer Consultant | FutureBrand | Mar 2025 – Jan 2026

- Worked on branding projects applied to digital experiences, connecting brand positioning, content strategy, and interaction design.
- Structured information architecture, navigation flows, and language systems across multiple touchpoints.
- Developed tone-of-voice guidelines in collaboration with Design, Strategy, and Technology teams, translating verbal identity into consistent digital experiences.

Content Designer | Garupa Design — Client: Electrolux | Apr 2025 – Aug 2025

- Worked on Electrolux Cuida, the company's after-sales platform, investigating journeys to identify where content, navigation, or information created confusion or friction.
- Created content and microcopy for support and after-sales experiences, prioritizing plain language, clarity, and task completion.

Senior UX Writer | Bradesco | Jun 2024 – Jan 2025

- Designed dialogues for BIA, Bradesco's AI assistant, supporting CRM journeys and proactive offers for segmented customer audiences.
- Balanced regulatory clarity, business goals, and conversational naturalness, ensuring accuracy without making interactions feel robotic.
- Participated in the full user research cycle, including research scripts, interviews, and data analysis to inform content and interaction decisions.
- Built a controlled vocabulary aligned with the bank's writing guidelines, improving consistency across journeys and channels.

Senior UX Writer | Porto | Jul 2022 – May 2024

- Worked on the Sales Hub, an initiative that transformed Porto's website into an e-commerce platform connecting Insurance, Porto Bank, and Services products.
- In the Porto Bank Card acquisition flow, identified a journey with a 1.3% conversion rate and high abandonment, then led a comprehensive review of the communication across the experience.

- Restructured messages, error states, microcopy, information hierarchy, and tone of voice, contributing to discovery, benchmarking, prototyping, user testing, and technical handoff.
- As a result, conversion reached 4.5%, averaging 65 cards issued per day.
- During a Formula 1 pre-sale campaign, more than 1,400 cards were issued in a single weekend.
- Also contributed to the evolution of Porto's Tone of Voice Guide, creating language standards for the brand's digital ecosystem.

Senior Content Designer | Hospital Israelita Albert Einstein | Jan 2022 – Jul 2022

- Joined the squad responsible for SouE, Einstein's corporate intranet used by more than 13,000 employees.
- Led content migration and restructuring for administrative areas on the new platform, focusing on information architecture, clarity, findability, and consistency.
- Participated in user and stakeholder interviews and usability testing, using research evidence to guide content and structural decisions.

Senior UX Writer | Open Co | Jun 2021 – Dec 2021

- Created content for digital financial products, designing microcopy and flows focused on clarity, comprehension, and action.
- Partnered with Product and Design in fast cycles of discovery, creation, validation, and iteration using Scrum, Lean, and Design Thinking practices.

Senior Copywriter | OLIVER Latin America | Aug 2019 – Apr 2021

- Created content across digital channels and formats, combining storytelling, brand strategy, and SEO.
- Partnered with Marketing and Design teams to ensure message and tone-of-voice consistency across touchpoints.

EDUCATION

B.A. in Advertising and Marketing Communications — University of Brasília (UnB), 2009

COURSES & CERTIFICATIONS

GEO — Generative Engine Optimization • Artificial Intelligence & Prompt Engineering • Plain Language Method • Information Architecture • UX Research • Inclusive & Accessible Writing • UX Writing (Belas Artes SP, Mergo UX, Bruno Rodrigues, Aldeia.cc) • SEO

LANGUAGES

English — Advanced | Spanish — Basic