

Landi Maria Teresa

Information Architect

Content and UX Writer

About me

I have an education based on **Communications and Advertising**, enriched by the *study of English and Spanish* (listening, writing, reading and speaking - C1) *French* (writing and reading - B2) and *German* (A2).

I wrote a thesis on **Sociology of Communication** and **Semiotics of Advertising** and developed a masters' project on **Information Architecture and Usability** on websites.

I also have a great passion for the **storytelling** through *radio, spots and live concerts*.

My Career

I've started my work experience as a **Content editor** and **Translator**, then I worked as an **Information Architect**, **UX Researcher** and **Content Writer**.

At this moment of my career I'd like to become an experienced **UX Writer**.

I'm firmly aware that **words** must go users along their entire digital journey, in every moment of the interaction. **Protecting them from their bad emotions**, like anxiety, either giving always them useful information by **empowering empty states**.

Education

**Degree in
Communications**
2009
Salerno

**IELTS
Certification**
2010
Stockholm

**Erasmus
in Spain**
2012
Valencia

**Master in
Advertising**
2013
Perugia

**IDF
6 certifications**
2020
online

Experience (agencies and companies)

Content editor
SummonPress
2012-2013
Valencia

**Information
Architect**
Nomensa
2014-2016
Bristol

**Content
Strategist**
Dynamicsoft
2016
Milan

**Marketing
Manager**
Loretoprint
2017-2019
Milan

**Teacher
Freelance**
2020-2022
Milan-
Salerno

Portfolio samples

1. fintech UX writing
2. service design UX writing
3. visual and content design
4. website prototype
5. website and content ITA - ENG
6. IA redevelopment and localization
7. IA and Usability - intranet
8. IA and Usability - website
9. **achievements**

Starting point

I was asked to redesign the ux writing for an **institutional office**.

Part of the project was focussed to rebuild the user journey in the **password retrieval**.



Password dimenticata?

Inserisci il tuo indirizzo email, e riceverai una mail con una nuova password generata casualmente.

Email utente:

 + 7 + 3

[Ritorna al Pannello di Amministrazione](#)

Pain points


- Users had hard difficulty to retrieve their password because they did not understand what was the **recaptcha correct answer**;
- The link in violet addressed the user to the **login page**, not the referred page, so it is unuseful;
- Users tried more times and they felt frustrated because **the majority did not get a new password**.



Password dimenticata?

Inserisci il tuo indirizzo email, e riceverai una mail con una nuova password generata casualmente.

Email utente:

 + 7 + 3

[Ritorna al Pannello di Amministrazione](#)

Solution


- **more clarity:** how to retrieve the password with short useful information
- **more explanation:** instructions to solve the captcha
- **more flexibility:** link to assistance
- **empathic approach:** no unkind word such as 'dimenticata' that equals forgotten and 'generata casualmente' that equals casually generated.



Come ripristinare la password

Inserisci il tuo indirizzo email e riceverai a breve un link con una nuova password. Controlla anche lo spam.

La tua email

 + 7 + 3

Inserisci la somma dei numeri

Ottieni password

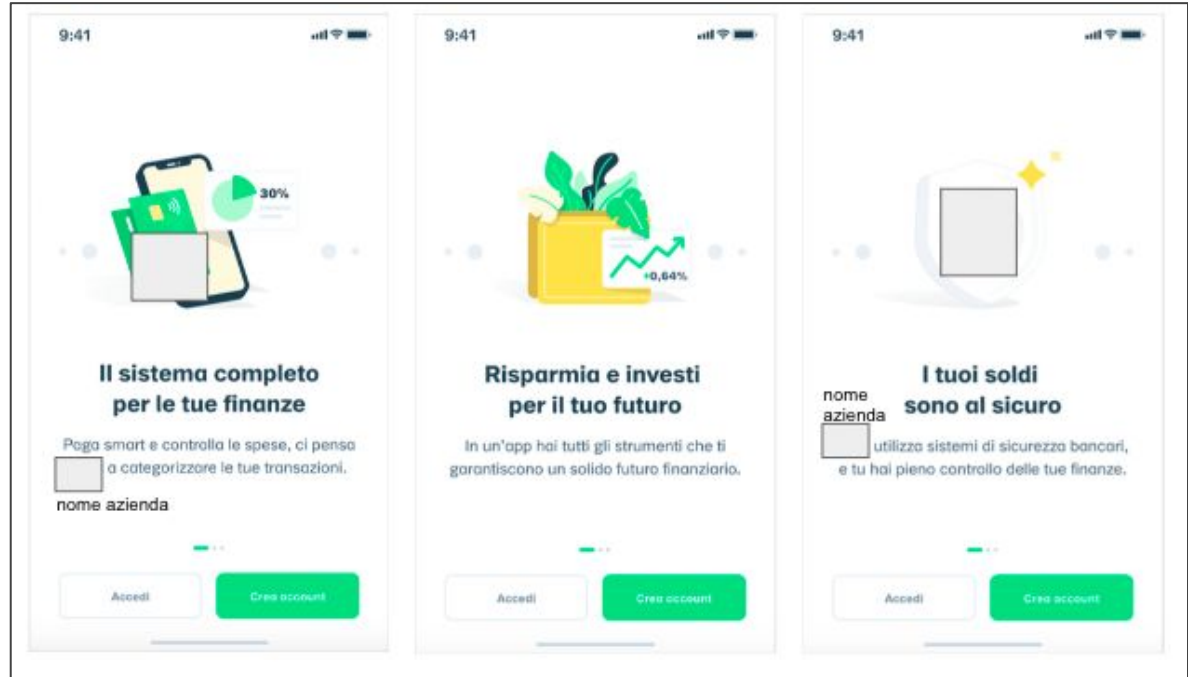
[Se hai bisogno, contatta l'assistenza](#)

Starting point

I was asked to make the **onboarding walkthrough more effective**.

The figure shows the original ux writing that shows *grammar inconsistency*:

- Il sistema completo [...]
- Risparmia [...]
- I tuoi soldi [...]



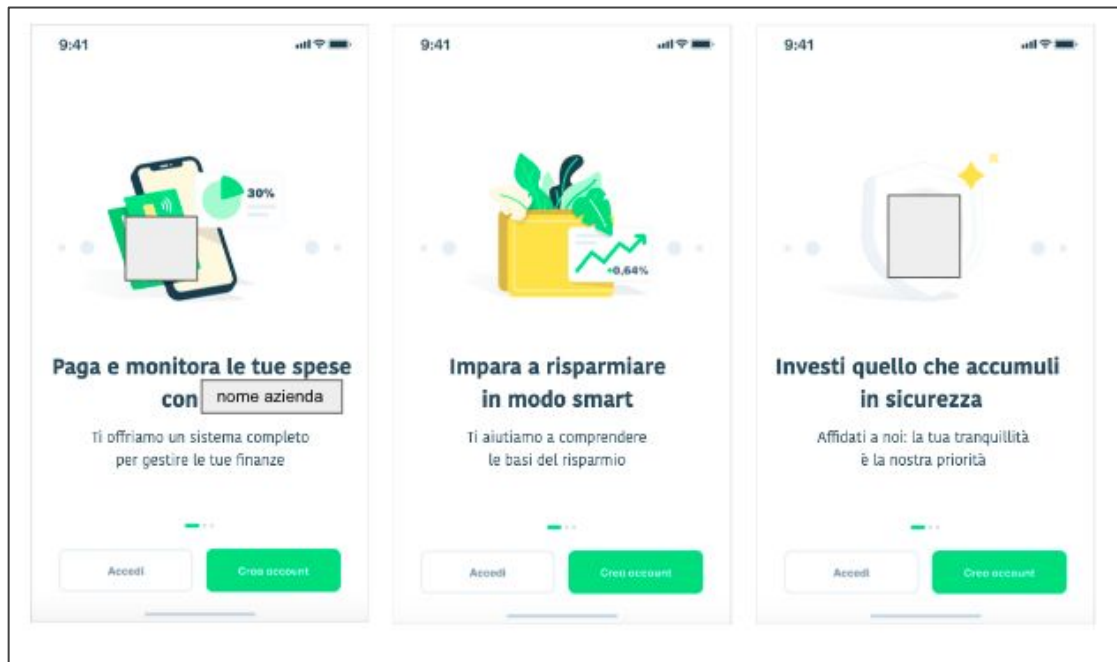
UX content strategy

In my proposal I gave more priority to the user by explaining what they can do through the app:

1. **pay and monitor** expenses;
2. **learn** how to save money;
3. **invest** what they save.

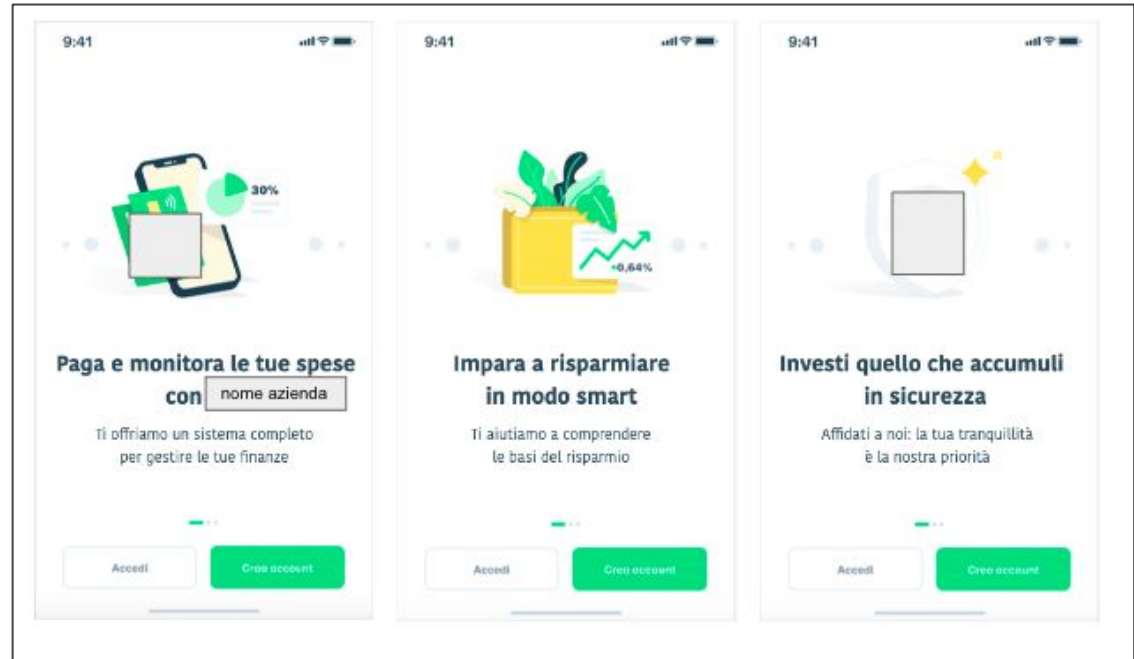
The **titles in bold** are referred to the user, so they feel more involved; the **following text** is the *company's voice* that explains what it offers to them.

Onboarding phase is crucial because is the customer journey moment in which the **company has to convert**. *Tone of voice* is fundamental.



UX content strategy

- **use of verbs** results more effective in this marketing step
- the two part of the text for each screen present a kind of **dialogue between the user and the company**: what they can get through the app and what the company can offer to them
- applied **inclusive UX writing** techniques and grammar consistency



Client: Atropa Beauty Club
Salerno, 2020 - in progress

visual and content design

Starting point

Atropa Beauty Club is a 10 year old beauty center with an **outdated website** and **inconsistent Social Media activities**.

The client requires a visual rebranding, an useful website to lead previous and new customers, an effective Social Media strategy.

The goal is to **consolidate its identity** and to empower Social Media Communication.

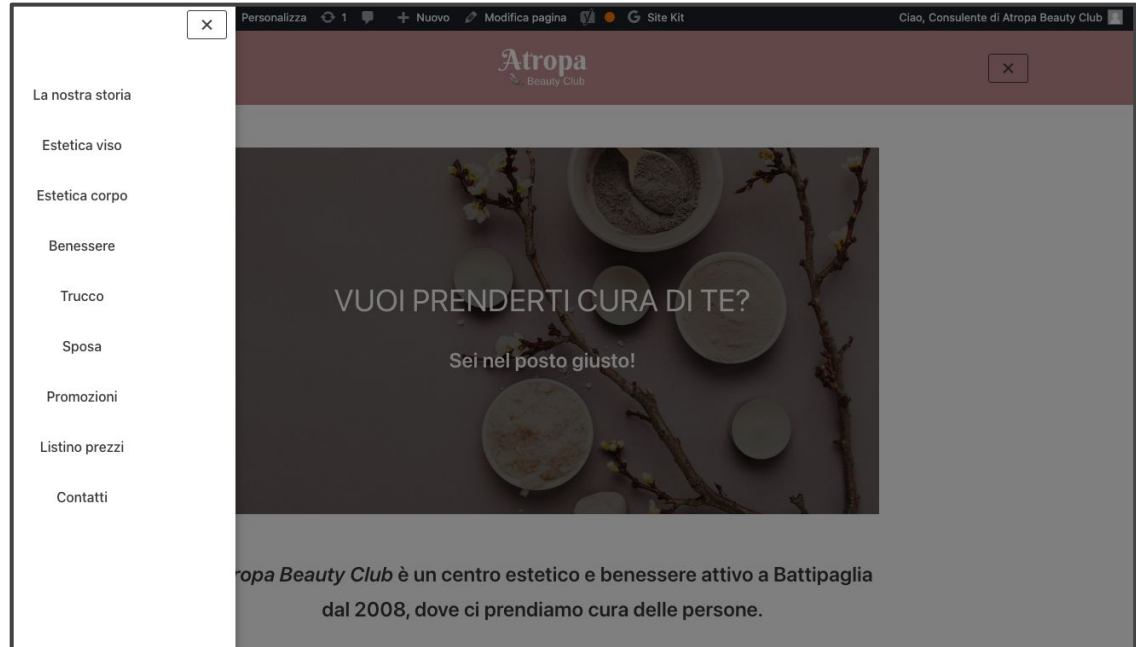


Client: Atropa Beauty Club
Salerno, 2020

visual and content design

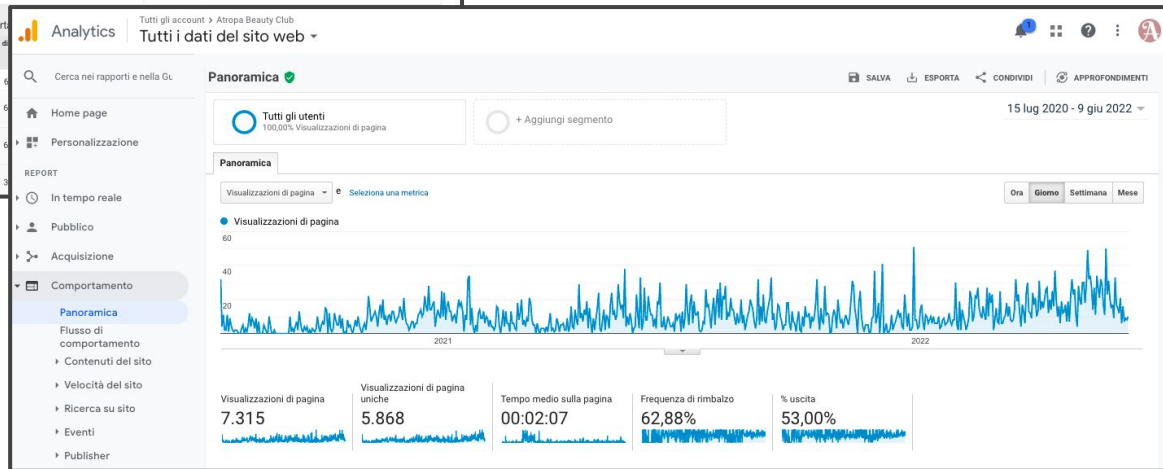
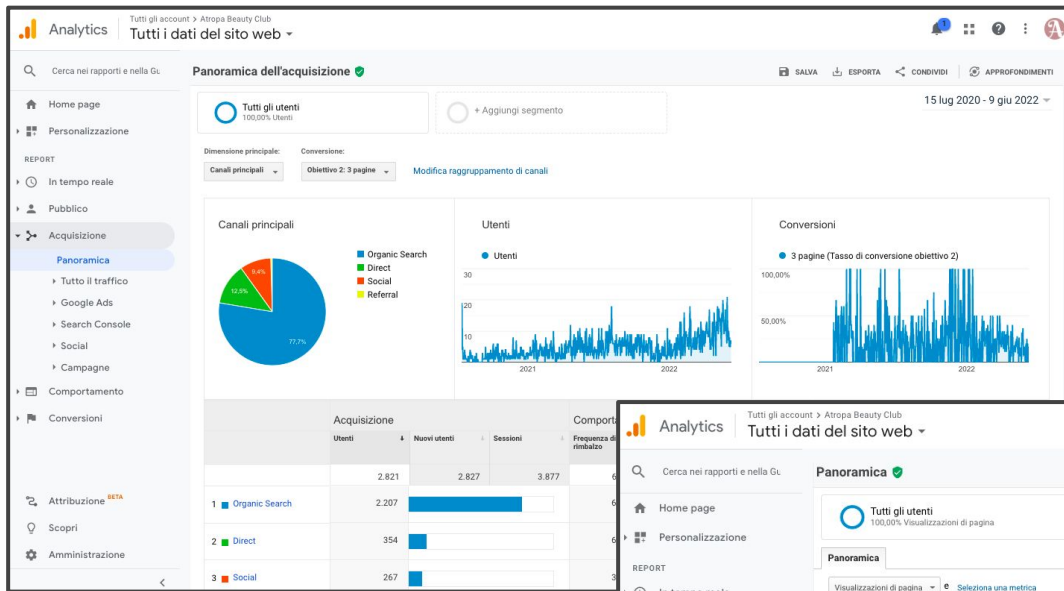
The strategy

- client's interview with future objectives
- competitor analysis
- keyword analysis
- SEO
- image indexing
- Information Architecture
- Content Creation
- Website Creation
- Social Media Planning and Management



Client: Atropa Beauty Club Salerno, 2020

visual and content design



Client: Atropa Beauty Club
Salerno, 2020 - in progress

visual and content design



Client: Loretoprint Print shop Milano, 2018

website prototype

Starting point

Loretoprint is a **print shop** with 51 years of history. Customers mainly order print products because of its **good reputation**.

The **website** looked **outdated** and was **not responsive**.

It needed a **redesign** and an **optimization of content** quality in order to improve **usability**.

Loretoprint
La Tipografia Digitale

Profilo Dove Siamo Partner Job News Contatti Area FTP Vuoi una mano?

Adobe Flash Player è bloccato

Qual è il tuo settore?
Marketing - Trade Marketing - Franchising
Direct Marketing - Amministrazione... >>

Servizi
Stampa Offset - Stampa Digitale - Poster
Fotocopie - Riproduzioni - Personalizzazioni... >>

Prodotti
Immagine Coordinata - Comunicazione
Pubblicità - Strutture Espositive - CD - Card... >>

Focus

- > Loretoprint sponsor del buonumore!
- > Strutture Espositive
- > Colorcopyshop.it: acquista online la tua carta!

Stampare in modo ecosostenibile?
Ora si può!

Preventivi on line

- > Stampa Digitale a Colori
- > Stampa in Bianco/Nero
- > Grande Formato
- > Cartoncini
- > Buste

Servizi in store

- > Biglietti da visita
- > CD e DVD
- > Inviti / Cartoline
- > Fotocopie BN e Colori
- > Plastificazione

Linea diretta
800.130.866
info@loretoprint.it

Acquista on-line!
CALENDARI PERSONALIZZATI
un nuovo modo per dire "TI AMO"
a chi ami, tutto l'anno!

Cerca nel sito > Vai

© Tutti i diritti Riservati 2008 Loretoprint srl
P.I. 04957890157 - Credits

Client: Loretoprint Print shop
Milano, 2018

website prototype

Business goals and SMART framework

Improve the **company visibility** in order to **increase sales volume** and to **optimize online customer care**



improve
visits on
website
of 20%



reduce
the bounce
rate of 30%



lead the user
to the
quote/order
page



increase
quote requests
of 10%



increase
quote requests
of 10% p.m.

Client: Loretoprint Print shop Milano, 2018

website prototype

Design process

business goal analysis and benchmarking

After having identified **company business goals**, I did a specific **research of competitors' websites** and ecommerces to get information and to understand the status of the market sector.

user research and user flow

This was a great step of the process because I had the opportunity to **connect with users/customers**: I could investigate and identify their needs and requests in order to transfer their **insights into the design**.

information architecture

This was a very complex and challenging phase because of the **variety of products** the company produces. It was also hard to propose a **different sitemap** that is completely different from the previous one.

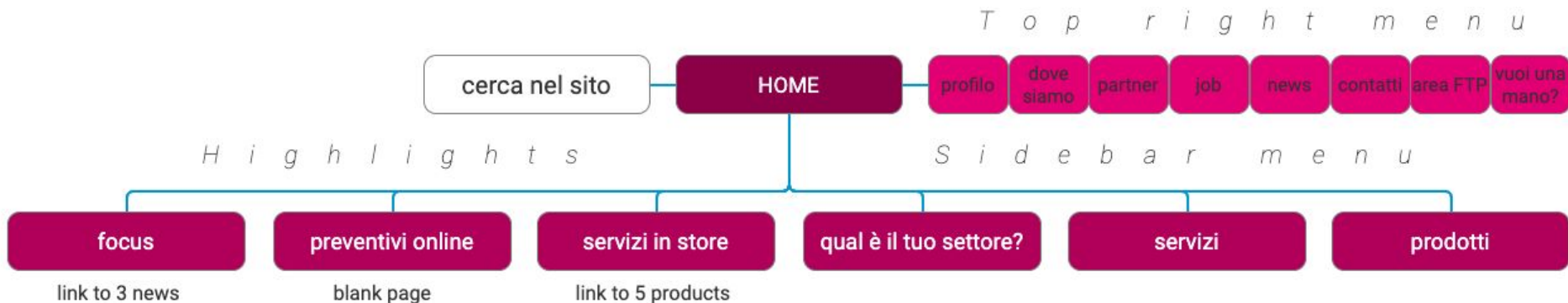
prototyping

When I had enough data to proceed, I moved to the prototyping step. It was **an iterative and very long process**. It was also challenging because the mobile version was a kind of an experiment, because it did not exist a previous version.

user testing

Because of time reason, I had the possibility to **test the site map proposal** with colleagues that had no knowledge of the website. I did **card sorting sessions** and then **usability testing sessions** with 9 out of 25 colleagues.

Previous sitemap analysis



Dove siamo and **Contatti** contain the same information and are located in the same top right menu;

News (top right menu) and **Focus** direct to the same page;

Preventivi online should be a very important section of the website, but it's blanked;

Vuoi una mano? refers to the assistance page and seems useful, though it directs just to the contacts;

Qual è il tuo settore?, **Servizi**, **Prodotti** (sidebar menu) are the most important labels because they guide the users to browse all the products, services and also lead them through the sectors that might need print services.

Client: Loretoprint Print shop Milano, 2018

New sitemap description

From 3 types of menus to just **one main menu**;

From 14 to just **4 main categories**;

The **first main category** includes lots of information related to the **company** sorted in a more organized way of finding;

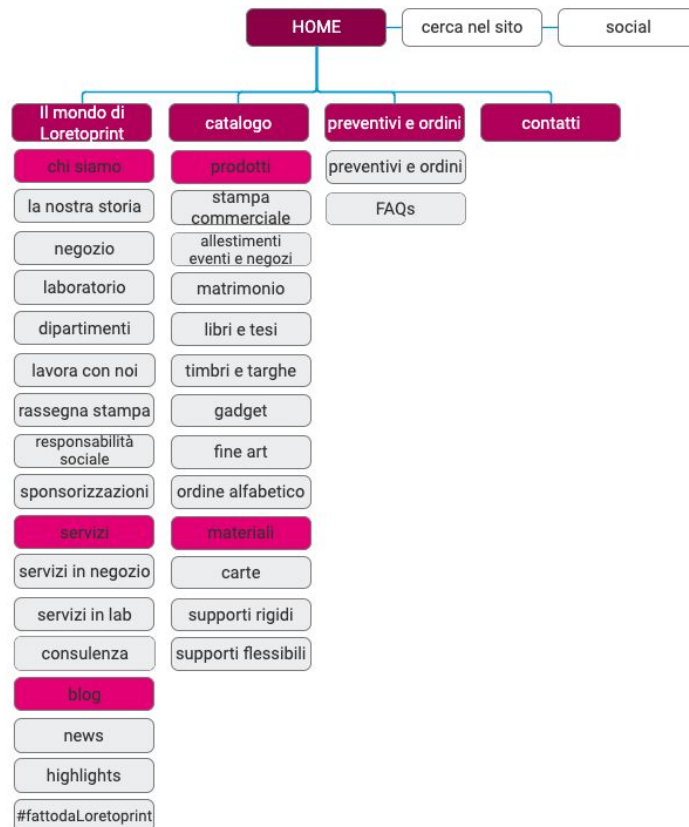
For the section dedicated to the **products**, the outcomes is 8 categories (7 + 1 for alphabetical order) and 3 categories for the **materials**;

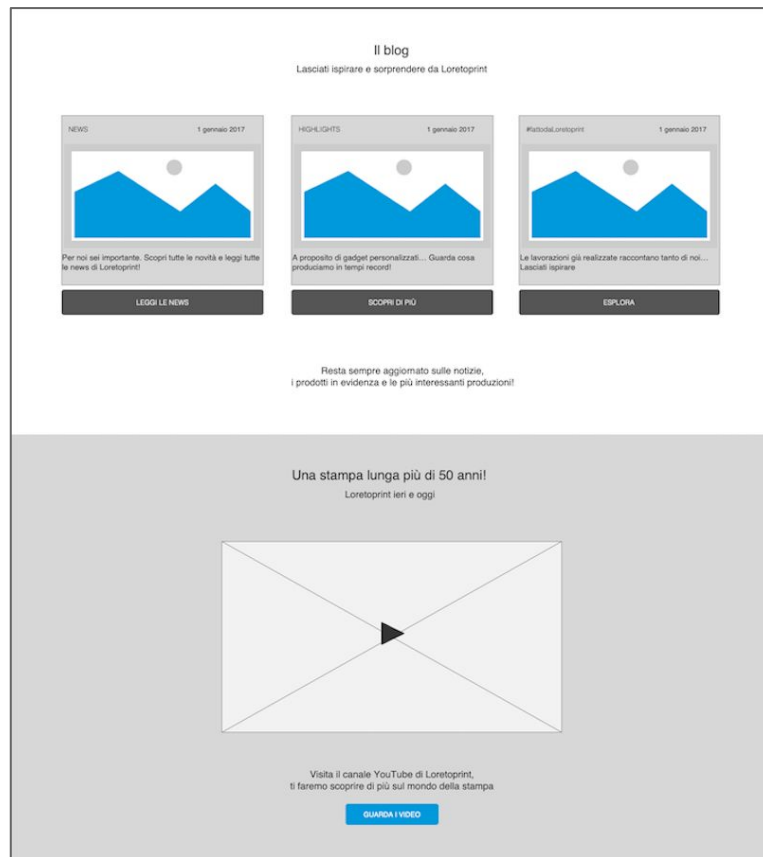
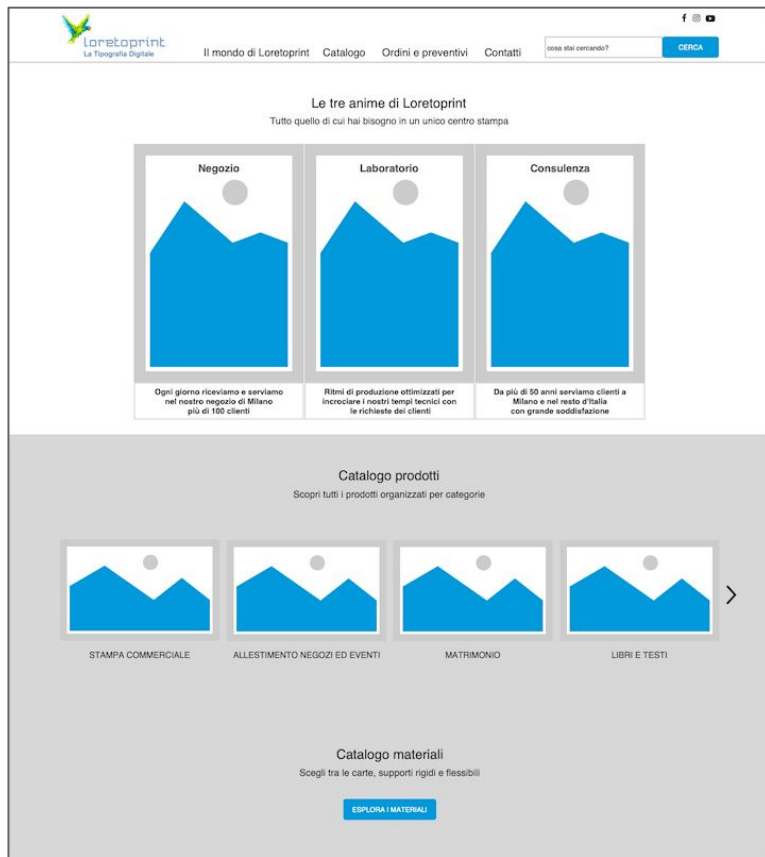
For the third label that was about **quotes and orders**, based on the emerged users' needs, a new category about most **FAQs** was added;

Contacts shows related info in a more clear way;

Search bar is kept and **links to Socials** are added in the home page.

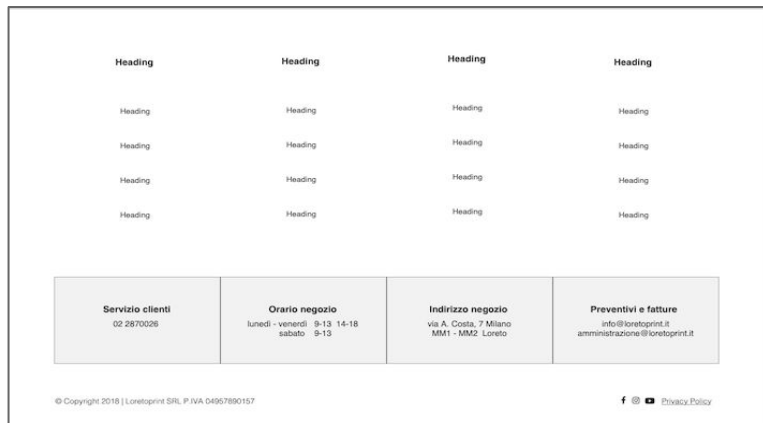
website prototype





Client: Loretoprint Print shop Milano, 2018

website prototype



Client: Dynamicsoft
Milano, 2016

website and content ITA-ENG

Starting point

Dynamicsoft is a software house specialized in customizing Print MIS/ERP for the printing sector.

They asked for a new website in Italian and English and Social Media Management.

dynamicsoft
software company

ABOUT US PRODOTTI REGISTRATI CONTATTI LAVORA CON NOI

Milano: 02-473.88.790
Napoli: 081-489.82.18
Avellino: 0832-
743100

Stampatore felice

Soluzione Easy a basso costo per e-commerce avanzato del tuo centro stampa.

IL RISPARMIO INIZIA DAL TUO ACQUISTO!

RIDUCI I COSTI DI ACQUISTO AUMENTA LA TUA CLIENTELA

sereno

ABBIAMO LA SOLUZIONE PER TUTTE LE VOSTRE ESIGENZE

ARTI GRAFICHE

ECO & EASY

E-Commerce

Gestione centro stampa
WSPRINTER

Plattforma completa per il centro stampa dal preventivo al catalogo prodotti, gestione commesse e vendita on line.

Preventivatore semplice
VARIABLE

Il sostituto del foglio Excel che lo stampatore di solito utilizza per organizzare i suoi prodotti ed elaborare preventivi.

Gestione E-Commerce
SERENO

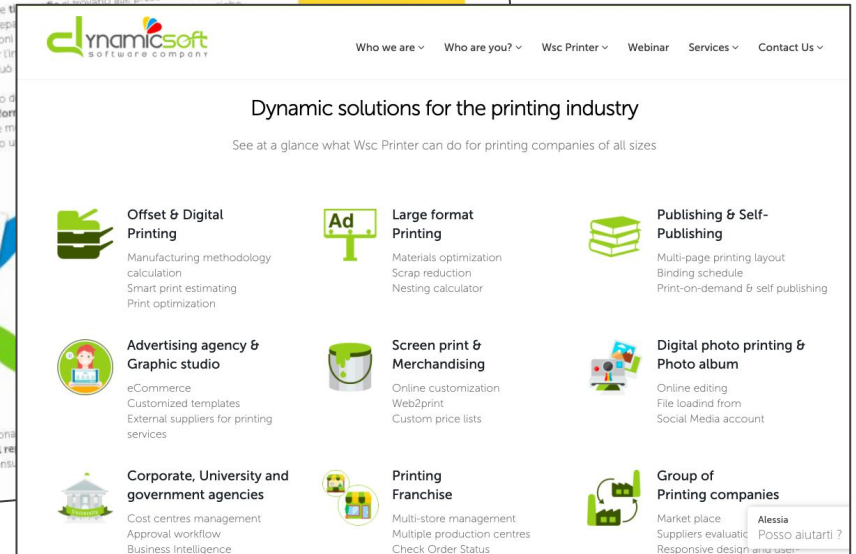
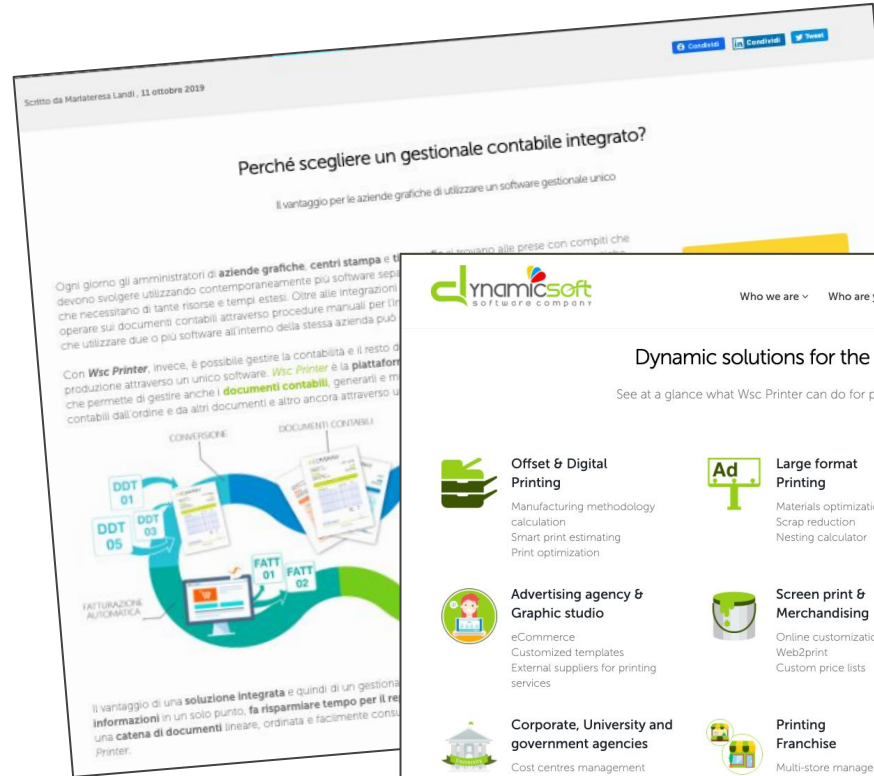
Soluzione Easy a basso costo per e-commerce avanzato del tuo centro stampa.

Client: Dynamicsoft
Milano, 2016

website and content ITA-ENG

The strategy:

- Competitive analysis
- Information Architecture
- Content creation
- Wireframing
- SEO
- Blogging
- Social Media Management
- Localization in English (website)



Client: British Airport
Bristol, 2014

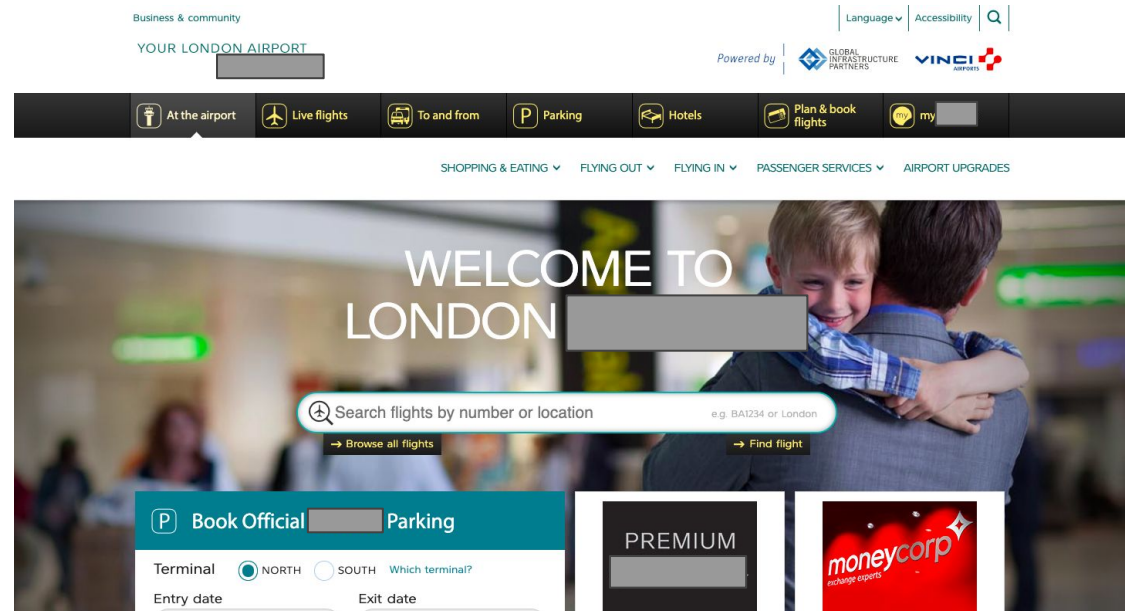
IA redevelopment and Localization

Starting point

That **Airport** asked **Nomensa** to develop a new **Information Architecture** for the website.

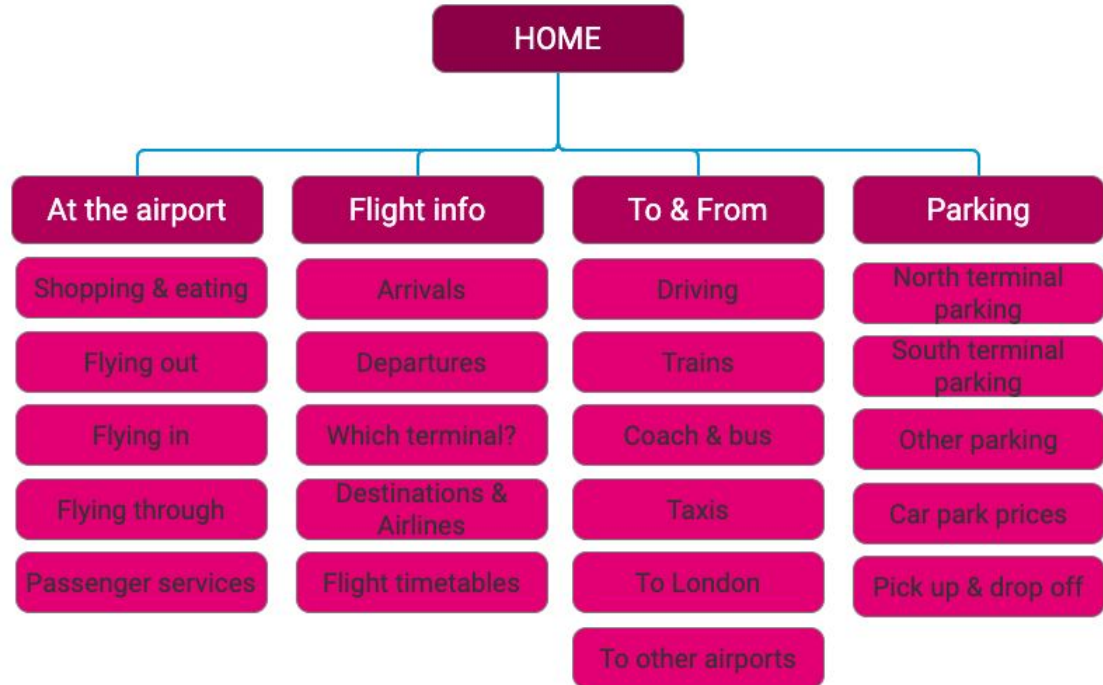
Users had to go through **up to three levels** of navigation.

It needed a **redesign** and a smartest and shortest way to navigate.



Client: British Airport
Bristol, 2014

IA redevelopment and Localization



Site map

The **site map** shows the **main menu** and the **its subcategories**; this IA excludes, though, **hotel**, **car hire** and **book a trip**.

Client: British Airport
Bristol, 2014

IA redevelopment and Localization

IA redevelopment

This proposal comes from:

- a content audit
- a competitor research
- a first draft
- a card sorting testing session
- an integration of recommendations

(Passenger services label has more sublevels not included into this picture).



Client: British Airport
Bristol, 2014

IA redevelopment and Localization

Around the UX Writing

Because I'm crazy for languages and a grammar addicted, I decided to explore the available **Italian, Spanish and French versions** on the website, by clicking on the related flag.

- I found out that the **labels** and the **content** were **translated by the Machine Translation**
- I analyzed the **main categories and subcategories** and other content from the section **Flight info > Departures and Arrivals** shown in the next pages
- I decided, then, to prepare a document to share with the account and the team.

Client: British Airport
Bristol, 2014

IA redevelopment and Localization

Localization

The figure shows part of the **first four main menu categories** and their **subcategories**.

In **purple** there are the **incorrect labels by Machine Translation** and in the following column there is my proposal.

1st level			2nd level		
English label	Machine translation	My translation	English label	Machine translation	My translation
At the airport	In aeroporto	correct			
			Shopping & eating	Negozi & Mangiare	Negozi e Ristoranti
			Flying out	Volare fuori	Partenze
			Flying in	Volare in	Arrivi
			Flying through	Volare attraverso	Scali
			Passenger services	Servizi passeggeri	Servizi per i passeggeri
Flight info	Informazioni di viaggio	Informazioni sui voli or Voli			
			Which terminal	Quale terminal	Scegli il terminal
			Destinations & Airlines	Destinazioni e compagnie aeree	correct
			Flight timetables	Orari di volo	Orari dei voli
			Route map	Mappa del percorso	Mappa delle tratte
To & From	Da e per	Da e per l'aeroporto			
			Driving	Guida	In auto
			Trains	Treni	In treno
			Coach & Bus	Coach & Bus	In autobus
			Taxis	Taxi	In taxi
			To London	A Londra	Raggiungere Londra
			To other airports	Per altri aeroporti	correct
			Pick up and drop off	Pick Up e drop off	Accompagnare e riprendere in auto
Parking	Parcheggio	correct			
			North terminal parking	Parcheggio terminale del Nord	Parcheggio del terminale Nord
			South terminal parking	Parcheggio terminale del Sud	Parcheggio del terminale Sud
			Other parking	Annessi parcheggio	Altre opzioni di parcheggio
			Car park prices	Prezzi parcheggio	correct
			Pick up & drop off	Pick up e drop off	Accompagnare e riprendere in auto

Client: British Airport
Bristol, 2014

IA redevelopment and Localization

Localization

Departures and **Arrivals** present lots of **incorrect translations**.

A website that provides a service such as an airport website, should present information without mistakes.

This shows that the **Machine Translation** is not the right way.

Departures	English label	Machine translation	My translation
	Scheduled	Programmata	Programmato
	Departed	Departato	Partito
	Taxied	Rullare	Rullaggio
	Last call	Last call	Ultima chiamata
	Enquire airline	Richiesta Airline	?
	Boarding	Imbarco	<i>correct</i>
	Delayed	Ritardato	In ritardo
	Gate open	Cancello aperto	Gate aperto
	Gate closed	Cancello chiuso	Gate chiuso
Arrivals	Bags delivered	Borse consegnato	Bagagli consegnati
	Bagagge in hall	Bagaglio in sala	Bagagli in consegna
	Landed	Landed	Atterrato
	Expected	Atteso	<i>correct</i>
	Estimated	Stima	Arrivo stimato
	Cancelled	Annullato	also Cancellato

Client: Nomensa Intranet Bristol, 2014

IA and Usability - intranet

Starting point

Nomensa is an English UX strategy agency that needs an **IA redevelopment for its intranet** called Ozone.

The project scope was **to make the platform more popular** for the sixty employees. Secondly, **to share knowledge more easily** among the teams, from the projects in progress to forms, procedures and processes.



Google Search Google

Welcome to the Ozone

Ozone update 01/08/2014

So, what's everyone's highlight of the week..?

The marketing team are thrilled that the creative for our events, Collaborate and Interact have been signed off. Website and collaterals will be coming soon!

Pip was very happy to hear that lots of people at npower will be sad to see her go. Anika was thrilled to have some amazing client feedback from InfoMentor – a big thank you from her to everyone who worked on the project. James, Alastair and Sally pitched to BT this morning. Daniel got the functionality for the Sky features done. Amanda closed npower brand hub next phase of development. Mariateresa is happy to be learning lots. Vic enjoyed learning more about accessibility. Carole and Fran were testing all day yesterday for English Heritage. Fran particularly enjoyed meeting Tim, aged 63. Steve got to start work on Wednesday. Chris was very happy to get the last packet of Rolos from the fridge. Andrew loved working with Steve being he's awesome. Aaron enjoyed sketching with Jon. James CG really enjoyed working with Kirsty and Lily. Emma loved the office sushi. Kate enjoyed delivering her Sass presentation. Kirsty, Michel and Em really enjoyed the Ozone hour. Andrew enjoyed working with Kate this week. Gostia's been working on responsive accordions with Em. The highlight of the week for Shay, Rob and Andy S was free pie - #pieadayFriday.

Hannah and Lily are both very pleased it's Friday.

Client: Nomensa Intranet Bristol, 2014

IA and Usability - intranet

Design Process

platform exploring and
content audit creation

I started to conduct the **research** from the *new starter's* point of view. I explored all the **content** and I created an **audit** in which were identified overlaps, outdated content, missing information and blank pages.

first report
creation

While writing the first report, I began to suggest **recommendations** for all the identified issues. I started to build a **new IA** in order to improve the usability of the intranet, by reducing the number of main menu categories from 12 to 7 (home included).

contextual
interviews

I found this step of the project very interesting because I got the chance to talk more with my colleagues. I needed, though, to test the real users from different teams about their usage of the platform, so I tried to ask **questions to get relevant feedback**.

new IA and
testing

When I had all the necessary data, I moved to the prototyping step. It was an iterative and long process. Then, I asked the same colleagues who participated in the contextual interviews to **test the new IA** and to give their opinion.

final report
creation

This was the final step for which I had all the data necessary to write a **final report**. I wrote a document in which the new IA and the new content organization would have improved Nomensa's members' experience and would have intensified the intranet usage.

Client: Nomensa Intranet Bristol, 2014

IA and Usability - intranet

Contextual interviews

I talked with the **HR Admin**, one person from the **Accessibility** team and 4 people **UX team members** (2 new starters).

The questions were:

- How much do you use Ozone?
For which purpose? (Do you insert content?)
- What do you like more?
- What don't you like?
- What do you think is missing?
- How can Ozone be improved?

The time planned for the interviews was up to 15 minutes each.

Testers were **3 women and 3 men** (2 new starters included, a woman and a man).



Client: Nomensa Intranet
Bristol, 2014

IA and Usability - intranet

Testers were frustrated by:

- searching for **information** that is **not clear** and **require too many clicks**
- **outdated content** that is useless
- **blank pages**
- the **main menu** that is not intuitive with **too many categories**
- taking the **wrong route** and going back
- some **important content** that is **not visible**
- spending **lots of time to find things**

Client: Nomensa Intranet Bristol, 2014

IA and Usability - intranet

Recommendations

Nearly all the participants highlighted the need to organize a section dedicated to the **new starters** to let them feel more comfortable and to **improve the induction phase**.

Testers suggested:

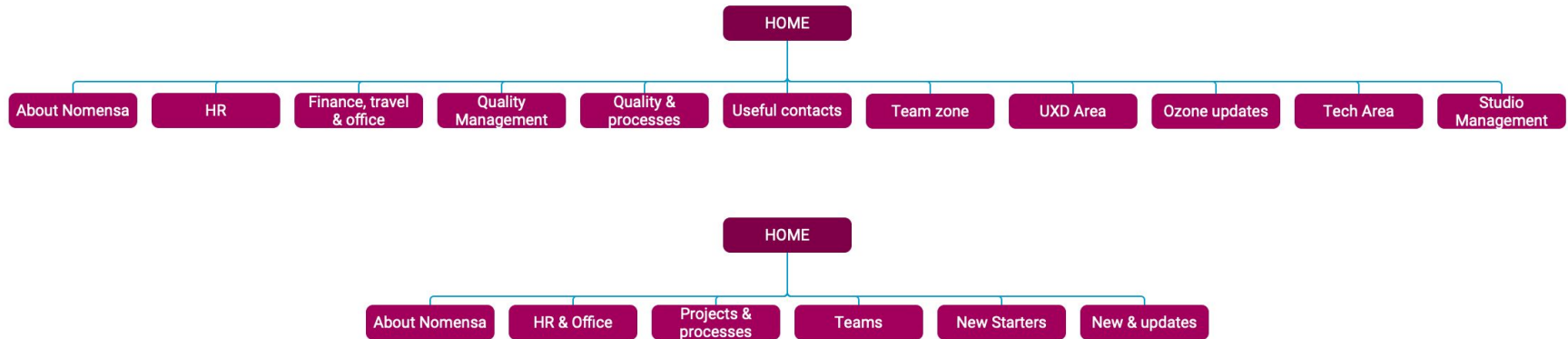
- a functional structure with a general section and departmental sections
- to organize content like a journey, with a flexible layout and a more readable style
- weekly update, no more empty pages, used quick links in the home page.

Client: Nomensa Intranet Bristol, 2014

IA and Usability - intranet

The first hierarchy shows the previous main menu;

The second one as a result of the process described before, insights and recommendations included, shows a **more usable main menu** that develops an internal structure with a more **user centred focus**.



Thesis project, Perugia 2013

My first relevant work experience was in Valencia for a Digital Publishing Group as a Content editor.

The website was called LaGravidanza.net and was focused on all the content and information around pregnancy and maternity.

Because I wanted to optimize the user experience, I decided to analyse the **Information Architecture** and to **conduct a usability testing** (task, test and report) to suggest improvements.

Luca Rosati and Steve Krug were the best *travel companions!*

Click [here](#) to learn more.

IA and Usability - website

The screenshot shows the website **la gravidanzae.net**. The top navigation bar includes: **Gravidanza**, **Rimanere incinta**, **Settimane di gravidanza**, **Calcolo settimane di gravidanza**, **Parto**, **Bambini**, **Foto**, **Blog**, and **FORUM**. There are also social media icons for Facebook, Twitter, and YouTube, and a login/register section.

The main content area features a carousel of four article thumbnails:

- Le canzoni famose dedicate ai figli** (with a pink and purple abstract image)
- Cappelli e cappellini, piccoli, stravaganti e divertenti!** (with a woman wearing a red curly wig)
- 6 buone ragioni per essere incinta a Natale** (with hands forming a heart shape)
- Baby Shower di Natale: Giochi** (with a woman holding a pink gift box)

Below the carousel is a banner for **7 alimenticios a eliminar de tu dieta** (7 foods to eliminate from your diet) with a link to **Lee el artículo >>>**.

The sidebar on the left contains several categories:

- Gravidanza: setti mane**
 - Settimane di gravidanza
 - Settimane: fotogallery
 - Misure del feto per settimana
- Falsi miti e gravidanza**
 - Falsi miti
 - Superstizioni
- Domande frequenti**
 - Pozzo...?
 - È normale...?
 - È vero...?
- Annunci Google**
 - [Gravidanza](#)
 - [Gravidanza E Parto](#)
 - [Tavola Per Natale](#)
- Calendario**
 - Calendario dell'ovulazione
 - Corrispondenza mesi e settimane di gravidanza
 - Calendario cinese: sarà un maschio o una femmina?
- Calcolatori**

The bottom right section features a **Wimdu** travel agency advertisement with a search bar and a grid of hotel listings for Madrid, including prices like 19 €, 20 €, 26 €, and 20 €.

Achievements

My experience so far gave me the opportunity to enhance the following skills:

- start every UX Design process from **users' needs** and following **Design Thinking process**
- improve **Usability and UX Research** knowledge
- adopt **Information Architecture** expertise
- **intensify** my **UX Writing skills**
- write **content in English** for website, Social and documents such as expert reviews
- define a **consistent strategy** along all the channels
- learn how to **share** with the team members
- **identify issues** and **propose solutions** thanks to the knowledge of other languages

Get in touch

Maria Teresa Landi

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Content and UX Writer*

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