

Mario Rivera Chavez

Dallas, TX • (713) 280-9945 • mriverrachavez@outlook.com • [linkedin.com/in/marioriveraux](https://www.linkedin.com/in/marioriveraux) • marioriverachavez.com

Technical Writer | User Experience Writer | Strategist

SUMMARY

- Experienced writer with 4 years of experience creating inclusive, strategy-driven content across digital platforms.
- Strategic content planner with a focus on the convergence of user experience and business in the evolving digital landscape.
- Proven ability to lead content development from research to execution, with a focus on improving user journeys, supporting product launches, and aligning with brand voice and business goals.
- Strong collaborator and communicator with a passion for solving complex problems through storytelling, human-centered design, and compelling copy.

TECHNICAL SKILLS

- Jira
- Figma
- Asana
- Adobe Creative Cloud
- Microsoft Office
- WordPress
- HTML, CSS
- Google Workspace
- MadCap Flare

CERTIFICATIONS

- Graduate Certificate in Teaching Technical Writing - UNT
- Baymard Institute User Experience Professional Certification (in progress)

ASSOCIATIONS

- Dallas User Experience Association (UXPA)
- Society for Technical Communication

LANGUAGES

- English (Advanced)
- Spanish (Advanced)

WORK EXPERIENCE

DIRECTV | Bothell, WA (Remote)

UX Content Writer | January 2022 – Present

- Leads copy and content updates for product teams by creating and maintaining documentation specific to components and user journeys
- Helps build end-to-end user experiences for the DIRECTV website using simple comprehensive copy that aligns with brand and marketing initiatives
- Owns end-to-end content strategy for multiple digital product launches across web and mobile, including research, content creation, and stakeholder presentation
- Develops and maintains brand voice for cross-functional teams, to ensure consistency across DIRECTV digital platforms
- Presents UX copy decisions and provides feedback to team members during design review sessions to ensure consistency in copy and design across multiple products
- Crafts push notifications and microcopy in accordance with brand voice and accessibility standards
- Advocates for the value of human-centered design by providing recommendations on how to implement concise user-friendly content
- Works alongside accessibility manager to create and deliver proper accessibility content needed to keep the site compliant
- Uses storytelling techniques to enhance product pages making complex service offerings more relatable
- Collaborates and mentors other writers to promote a unified voice and best practices in UX writing
- Participates in user research to confirm the user understands and responds to content favorably
- Created guidelines for various components found on DIRECTV's Fusion Design Library
- Improved product copy on DIRECTV digital platforms resulting in a 15% user conversion increase
- Rewrote copy for offers and product microcopy resulting in a 10% reduction in call center traffic

Insight Health Analytics | Hoboken, NJ (Remote)

Content Writer | Web Designer | August 2021 – December 2021

- Led end-to-end content design for a multi-channel user experience, ensuring brand consistency across web, email, and print
- Carried out a content audit and implemented a new content strategy built around a user centered approach
- Conducted user research and competitor analysis to better communicate company services and culture
- Developed SEO-driven content to boost visibility and improve user engagement
- Increased web traffic by 23% after implementing human-centered design and plain language initiatives

The Last Stand | Dallas, TX

Content Writer | March 2021 – July 2021

- Created and designed flowcharts and wireframes to launch and maintain company website
- Responsible for conducting user research to implement modern content strategy procedures for online content
- Conducted a content analysis in order to present consumers with a modern online user experience
- Independently created a content strategy with the use of personas, online content, with a focus on UX
- Successfully outlined and designed website to showcase products, services, and online ordering

La Ceiba Services | Plano, TX

Regional Marketing Representative | January 2018 – October 2018

- Responsible for writing property and casualty insurance policies using a comparative rating system software
- Learned how to navigate and manage different user interfaces associated with different insurance companies
- Interpreted and analyzed insurance documentation to customers in order for them to understand the types of coverages and limitations associated with their policies
- Created and maintained a successful business to business relationships with various insurance underwriters and representatives to solve customer problems, including endorsements, billings, claims, and cancellations

Houston Community College | Houston, TX

Instructional Support Assistant | April 2015 – February 2016

- Responsible for assisting students, faculty, and staff become familiar with the schools' technological resources and tools associated with the design and communication industry
- Assisted faculty in carrying out educational lessons, presentations, academic programs, and STEM-related workshops for students of various learning levels
- Supported students with assignments, projects, and technical questions related to software tools such as Adobe Photoshop, InDesign, Illustrator, After Effects, and Premiere Pro. As well as various programming languages such as HTML, CSS, and JavaScript

EDUCATION

University of North Texas

Master of Arts in Professional and Technical Communication

- Built expertise in applying research strategies, technical writing methods, and copy-editing techniques
- Highly versed in user research, design heuristics, and user experience aspects to improve human-centered design
- Created infographics, procedures, manuals, and FAQs using MS Office and the Adobe Creative Suite

University of North Texas

Bachelor of Applied Arts and Sciences

- Gained in-depth knowledge in business marketing tactics and business-to-business relations
- Executed projects that focused on E-commerce marketing tools and procedures