

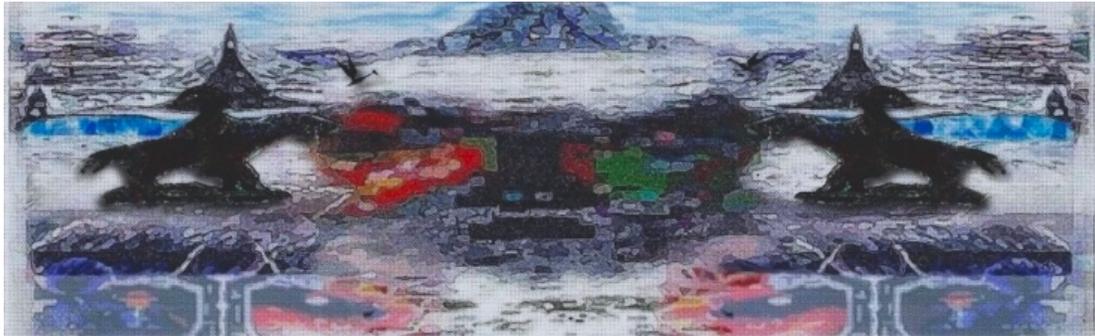
Maciej Duraj (previous American name and byline: Mike Lata)

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<https://maciejduraj.com>

[portfolio](#)

[LinkedIn Profile](#) / [GitHub Profile](#)



Professional Summary



I am a highly driven writer and native English speaker (lived in California most of my life) with a passion for tech. I am also an experienced multimedia journalist (Chico State graduate), technical writer, copywriter, UX writer and researcher with a focus on constantly evolving my skill set related to content creation. I enjoy putting complex topics into simple words and adding meaning, as well as value, for readers through my writing.

Open to:

- Technical Writing
- Content Writing & Copywriting
- Multimedia Content Production
- UX Writing & Research



Latest full-time content writing or tech journalism Position

CKSource March 2021 - January 2023

- [Writer Profile](#) with article links
- Single-handedly wrote a Business Continuity Plan
- Edited or proofread other writes
- Created multiple case studies by Interviewing other company founders or developers
- Recommended by my previous tea's marketing leader Piotr Maciejewski ([LinkedIn](#))



UX Writing

- Wrote main landing pages of invoiceocean.co.uk and <https://www.invoiceocean.com/us>
- Took UX writing course on LinkedIn Learning (see LinkedIn profile)
- Completed a UX test assignment and project you can see [here](#)
- Skills: familiarity with Figma, Adobe XD, user research, and some user design

Recent Achievements or Metrics

- Uncovered or created a story by watching an interview that blew up and became viral with more media and content creators covering it later on:
 - [Becoming a Top Writer in Gaming on Medium](#)

Mobile App & Game Reviews

- Samples [here](#) at my website and this includes writing for TouchArcade

Multimedia content production

- Examples below show my own multimedia: such as video, photography or graphic design added to my stories or articles:
 - [Artificial Intelligence Will Transform Everything in Tech](#)
 - [How the iPad is a Game Changer in Modern Computing](#)
 - [Warsaw's Virtual Reality Scene Showcased](#)
 - [Game writing sample](#) with my own illustrations added in

(The above sample also showcases my script writing skills)

Various Multimedia Journalism & Reporting for Online Media

- **Pluralsight** (formerly Trainsignal) Guide Writer: Wrote technical guides and research articles related to IT topics 2/2019-5/2020 [sample](#)
- **BairesDev** SEO Content Writer: wrote a wide range of articles related to technology such as the Blockchain, artificial intelligence and software development for this company that were published across various online media, [blockchain-related sample](#)
- **TouchArcade** (Top Mobile Gaming Site): Wrote news and game reviews - [Samples](#)
- **TechTimes**: Wrote tech news stories daily for this media in 2014 - [Profile](#)
- **IDG Consumer & SMB**: Worked on stories for **Macworld** magazine, **PC World** magazine and TechHive blog during 2012 - [Sample related to Augmented Reality](#)
- **AppAdvice**: Covered news for mobile apps and hardware - [Profile](#)
- **AppleMagazine**: Wrote feature stories for this weekly publication - [Sample](#)
01/2012-08/2012



Marketing & Copywriting

- **Fakturownia.pl / InvoiceOcean**: Headed the marketing efforts for the English branches of the Warsaw-based company Fakturownia.pl, including the sites of [InvoiceOcean.co.uk](#) and [InvoiceOcean.com](#). I also translated some of the Polish text from Fakturownia.pl to the InvoiceOcean sites and edited all of the previous text. 10/2018-02/2019

Traditional Journalism

- **Palo Alto Weekly**: Interned in late 2009/early 2010 and freelanced for this publication thereafter.
- **The Orion Chico State newspaper**: Feature staff writer for the spring '08 semester.
- [Traditional AP journalism story](#) for Medium about Polish version of Apple Stores

Technical Writing

- A technical blog post that involved collaboration with developer and sales teams:
 - [A Starter Guide to Collaboration](#) (CKSource)
- Wrote **how-to guides** for Trainsignal/Pluralsight, Gizmodo and UBM Techweb
- Example of a cloud shared asset set-up guide for Gizmodo: [link to the guide](#)
- **UBM Techweb/DeusM Web Content**: Technical enterprise (B2B) news, editorials and blogs including SaasInTheEnterprise, TheEnterpriseCloudSite, BigDataRepublic

- Created a technical business continuity plan for CKSource related to finding resources the company uses to continue functioning during outages or a war situation occurring
- Created a technical instructional as part of IDG Entertainment related to guide on how to use Amazon Kindle
- Collaborated on documentation - mostly proofreading and editing, but can do more
- Technical chatbot creation guide for Pluralsight:
 - [Building a chatbot using IBM Watson](#) (I have part two unpublished)
 - [Building a chatbot using Microsoft Azure](#)
 - [Building a chatbot using Motion.AI](#)

Press Release Writing

- **Marketing:** Entirely self-published and self-edited press release [sample](#)
- [Unpublished sample](#) of my most recent press release for a company

Web Design (WYSIWYG - using tools like Wordpress , Google Sites, or Weebly)

- Created [my personal website](#) (Wordpress) and a [design-focused website](#) (Weebly)

EDUCATION

Bachelors - spring '10 (Journalism - News Ed) – California State University Chico, CA

SKILLS

- Use UX Principles for Web writing including simplicity and hook/CTA
- GitHub knowledge including using [my own example](#) for technical writing guides
- Expertise covering artificial intelligence, technology trends, mobile apps, and more...
- Basic-Mid level **SEO** (*LinkedIn profile has certificates or online course history I took*)
- **SEO** using tools: CONTADU, Surfer, Ahrefs, Moz, Google Analytics and Google Trends
- **Markdown**, aka XML, language knowledge
- Mid-level **HTML** knowledge
- Basic web design knowledge and familiarity with various CMS systems like Wordpress
- **Multimedia Experience:** created combined content like photography, video and writing
- **Graphic Design** using Adobe Illustrator, Photoshop CS5 & iPad tools like Procreate
- ➔ Created entire **Infographic** about Artificial Intelligence: [Link to PDF File](#)
- **Event/conference coverage** (gaming & tech expos)
- **AP Style Expertise** (Journalism)
- **PR experience:** including writing press releases and social media campaigns
- **Social media** management experience
- **Apple iWork Suite, Google Docs, and Microsoft Office** (Excel, PowerPoint, Word)
- **Video-Editing** Experience - Final Cut Pro, iMovie on both Mac and iPad - [Sample](#)
- Audio-editing experience using **Audacity**
- **Translation experience** Polish-English & German-English - [Samples](#)
- Data-driven researcher using various sources to give a factual analysis to a topic
- Experience with interviewing subjects, especially software developers
- Experience using insider knowledge or sources to cover new topics no one else has

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