MACIEJ DURAJ (Mike Lata)

UX Writer & Content Strategist
Email: virolak@icloud.com | Phone: +48 733-496-405 | Portfolio | LinkedIn | Remote or Lodz, Poland

PROFESSIONAL SUMMARY

User-Focused UX Writer and Content Strategist with a strong background in digital storytelling, product microcopy, user onboarding, and SaaS localization. Adept at crafting intuitive user interface text, error messages, tooltips, and help center guides that streamline user journeys and enhance product usability. Proven ability to collaborate closely with product managers, designers, and engineers to align brand voice with seamless user experiences.

CORE COMPETENCIES & SKILLS

- **UX Writing & Microcopy:** UI Text, Onboarding Flows, Error Messages, Tooltips, Empty States, Product Walkthroughs
- **Content Strategy & Information Architecture:** User Journey Mapping, Content Audits, Information Hierarchy, Style Guides
- **Collaboration & Tools:** Figma, Markdown, HTML, Agile/Scrum Workflows, User Research Integration
- **Editorial & Localization:** SaaS Copywriting, Localization, Brand Voice Consistency, Plain Language Advocacy

PROFESSIONAL EXPERIENCE

CKSource | Content Writer & Communications Specialist

March 2021 – January 2023

- Crafted user-facing documentation, product guides, and onboarding materials by collaborating directly with UI/UX designers and software engineers.
- Maintained consistent brand voice and tone across software interfaces, documentation portals, and digital communication streams.
- Streamlined complex technical terminology into user-friendly microcopy and clear instructional guides.

Fakturownia.pl / InvoiceOcean | Marketing Lead & Localization Specialist
October 2018 – February 2019

- Led English-market localization and product copywriting for international SaaS web apps (`invoiceocean.co.uk` and `invoiceocean.com`).
- Optimized user conversion funnels, signup flows, and in-app messaging to improve user onboarding and reduce friction.

BairesDev | SEO Content & UX Copy Contributor
Freelance / Contract

- Authored clear, structured digital content and software guides optimized for user comprehension and engagement across enterprise technology platforms.

Tech Journalist & Content Contributor (TouchArcade, TechTimes, Macworld)
Regular Contributor / Staff Writer

- Evaluated mobile apps, software interfaces, and digital user experiences daily, developing an acute eye for product design, usability flaws, and effective UI microcopy.

Forbes | Contributor / Tech Journalist

- Authored analytical feature articles and reported on emerging enterprise technology, artificial intelligence, and digital transformation trends.
- Translated complex technical frameworks into clear, high-engagement narratives for broad audiences.

EDUCATION

California State University, Chico
Bachelor of Arts in Journalism (News-Editorial) — Spring 2010