

Mario Ferrer
Staff Content Designer
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About me
I've spent 15+ years making complex products feel clear and human. Most of that time working across content design, information architecture, and systems thinking: figuring out how language scales across platforms, not just how it reads on a single screen.

I've built and mentored content teams at Shopify, King, and Skyscanner, while also teaching content design fundamentals in several Product Design master's programs.

Core skills	Languages and tools
• Content Design • Content Strategy for complex products • Information Architecture • Taxonomy and language systems • Systems Thinking • LLM prompt engineering • AI agent building • Design Systems • Team leadership and coaching • Workshop delivery and teaching • Cross-functional collaboration	• English (Native / Bilingual) • Spanish (Native / Bilingual) • Catalan and French (Working proficiency) • Figma • LLM tooling (Claude, Gemini) • Cursor • Google workspace • Shopify Polaris • Miro • Confluence • GitHub

Professional experience
Content Design Lead | Welltech Feb 2026 – Present · Barcelona, Spain
Player-coach role leading a team of content designers while contributing as an IC on the Yoga-Go app. Part of design leadership.

- Built a suite of AI agents using LLMs and prompt engineering to enforce tone of voice guidelines across design workflows, extending quality coverage to three times as many projects without increasing headcount.
- Coached a team of content designers on systems thinking and AI-augmented workflows, raising craft standards and reducing review cycles across the product.
- Contributed to design organization strategy as a member of design leadership, shaping how content design is represented and prioritized across the product roadmap.

Staff Content Designer, Growth | Shopify Nov 2024 – Jan 2026 · Barcelona, Spain
High-traffic website properties focused on top-of-funnel acquisition at Shopify.com.

- Designed and shipped an AI agent that guided marketers to write better-converting, on-brand emails by integrating directly with Shopify's internal tooling and email design system, closing a critical content consistency gap at scale.
- Owned the content design for the free tools suite (shopify.com/tools) including a brand and domain name generator, delivering consistent IA and naming conventions used daily by merchants worldwide.

Staff Content Designer, Collabs | Shopify Jul 2023 – Nov 2024 · Barcelona, Spain
Led 0-to-1 content design for a native iOS creator app connecting influencers with Shopify merchants.

- Defined the information architecture and navigation content for the Collabs merchant tool inside the Shopify admin, establishing taxonomy and terminology that aligned with existing platform IA while supporting a distinct creator use case.
- Led the full content design for the iOS creator app, replacing an existing mobile web experience through iterative prototyping and usability testing with real creators.
- Represented content design in the trifecta leadership team (Product, Engineering, Design), influencing roadmap decisions and articulating content rationale to senior stakeholders.

Content Design Craft Lead, Shop App | Shopify Sep 2022 – Jul 2023 · Barcelona, Spain
Player-coach role leading a team of 9 content designers across product and marketing for Shopify's consumer shopping platform SHOP.

- Developed and embedded a tone of voice spectrum for the Shop app, creating a distinct B2C voice system that sat coherently within the broader Shopify brand architecture.

- Contributed to the LLM-driven shopping assistant through prompt engineering, establishing content standards for AI-generated responses within a live consumer product.
- Defined ways of working that strengthened collaboration between content and product designers, reducing late-stage content issues and improving design review efficiency.

Staff Content Designer, Shop App | Shopify Sep 2021 – Aug 2022 · Barcelona, Spain

- Designed the onboarding experience for the Shop app, translating complex commerce concepts into clear, progressive flows that reduced early drop-off for new users.
- Worked on Shop Minis, the third-party mini-app platform within Shop, defining the content patterns and IA conventions used by external developers building on the platform.

Lead Content Designer | King Games Dec 2020 – Sep 2021 · Barcelona / Stockholm

Player-coach role leading a team of 3 content designers across King's game studios.

- Established content design foundations from scratch, including guidelines, playbooks, and a cross-craft collaboration model that integrated content designers from discovery, reducing late-stage rework across multiple game franchises.
- Led the implementation of Figma as the official design tool for Candy Crush, partnering with the Associate Director to migrate workflows and define content design standards within the new tooling environment.

Senior UX Writer | Skyscanner May 2020 – Dec 2020 · Barcelona / London

- Led UX writing across Flights, Hotels, and Cars during a period of significant structural change, maintaining content quality and consistency while navigating rapid team reorganization.
- Supported the Backpack design system team in integrating content design principles, contributing to documentation and standards used across product squads.

Senior UX Writer | King Games Jun 2017 – May 2020 · Barcelona / Stockholm

- Scaled UX writing practice across King's franchise network by creating content strategy and UX writing for Live Operations features, and by hiring and mentoring the second UX Writer at the company.

UX Writer | King Games Jun 2014 – Jun 2017 · Barcelona / Stockholm

First UX Writer at King. Helped introduce and establish the discipline across the organization.

- Created the first UX writing guidelines for the Candy Crush, Bubble Witch, and Farm Heroes franchises, building the content foundations used by game studios across the King network.

Professional background

Earlier roles in advertising, travel, and tech that built the foundation for a career in content and UX.

- **Course Creator, Introduction to UX Writing | Domestika** · 2020 – 2026 · Self-paced course in Spanish (subtitles: EN, PT, DE) covering UX writing fundamentals and designer collaboration.
- **Copywriter | Softonic** · 2011 – 2014 · Online advertising copy and brand style guide. Led a team of external translators.
- **Copywriter | LetsBonus** · 2010 – 2011 · Copy for Mexican and Spanish websites, social media, and email.
- **Mac Expert Lead Trainer (Apple EMEA) | SELLBYTEL Group** · 2009 – 2010 · Trained Apple Online Store staff on products and sales. Apple Product Professional Certification.
- **Junior Copywriter | VRTC, Inc.** · 2008 – 2009 · Guadalajara, Mexico · Accounts included Mexicana Airlines, Ferrero, American Honda, Maseca USA.

Professional development

- **Postgraduate, Content Design** · Content Design London · 2019
- **Human-Computer Interaction (HCI)** · Interaction Design Foundation · 2019
- **Postgraduate Diploma, Creativity for Digital Products** · Complot Escuela de Creativos · 2016
- **Postgraduate Diploma, Copywriting** · ITESO Universidad Jesuita de Guadalajara · 2009
- **Bachelor's Degree, Marketing** · ITESO Universidad Jesuita de Guadalajara · 2008