

IARA LUCENA

Psychology, UX Writing, Content Design and Strategy



INTRO

Senior Content Professional with 10+ years of experience creating digital content for web apps, websites, and platforms. Background in behavioral sciences and psychology, pairing user research with workshop facilitation to design user-centered communication strategies.

EDUCATION

BsC in Psychology, Faculdade Ruy Barbosa Devry	Aug 2002 – Jan 2008	Salvador
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EMPLOYMENT HISTORY

UX Writer	 Nebius	September 2026 – <i>Current position</i>	Amsterdam
Senior Content Designer	 Decathlon Digital	April 2024 – September 2026	Amsterdam
Senior Content Designer	 Miro	October 2022 – March 2024	Amsterdam
UX Writer	 Mendix	July 2021 – September 2022	Rotterdam
UX Copywriter	 Bugaboo	February 2019 – June 2021	Amsterdam
UX Copywriter	 Booking.com	August 2016 – December 2008	Amsterdam
Language Specialist	 Booking.com	Apr 2014 – Aug 2016	Amsterdam
Product Owner Content	 Booking.com	Aug 2012 – Apr 2014	Amsterdam
Brazilian PT Translator	 Booking.com	Jul 2011 – Aug 2012	Amsterdam

COURSES

- Prototyping with AI — IDEO U — *In progress*
- Creative Storytelling with AI — IDEO U — September 2026
- Designing Generative AI for Conversations and Content — Maven (Completed: July 6, 2024)
- AI for Designers — Interaction Design Foundation (IxDF) — 2026
- Gen AI: Beyond the Chatbot — Google Cloud (via Coursera) — 2026

COACHING AND FACILITATOR WORK

Bugaboo B.V.Amsterdam

Internal Employee Coaching ProgrammePeriod: 2020 - 2021

Role: Coach.

Pre-training: Followed a coaching training provided by the company and given by external coaching company NONONs to coach colleagues interested in the programme.

Coaching activities: Running individual coaching sessions with colleagues.

Booking.comAmsterdam

Internal Agile Coaching ProgrammePeriod: 2016 - 2017

Role: Coach.

Pre-training: Followed the Agile Coach training provided by the internal Agile Coaching team, I acted as a coach for colleagues who applied for this internal programme as coachees.

Coaching activities: Facilitated multiple workshops and trainings with teams and individual sessions with colleagues.

State Health Reference CenterSalvador, Bahia, Brazil

Integrare Project - Interpersonal Relationship in the Workplace Group TrainingsPeriod: October 2006 until March 2007

Acted as a coach for multiple groups:

- March 26 to 28, 2007, at Centro de Referência Estadual de Aids, Salvador, Bahia, Brazil
- March 12 to 14, 2007, at Centro de Referência Estadual de Aids, Salvador, Bahia, Brazil
- February 6 to 9, 2007, at Centro de Referência Estadual de Aids, Salvador, Bahia, Brazil
- October 18 to December 7, 2006, at Centro de Referência Estadual de Aids, Salvador, Bahia, Brazil

State Health Reference CenterSalvador, Bahia, Brazil

Facilitator Training Workshop on STD/HIV/AIDS Counseling for Basic Health CarePeriod: July 19 to 21, 2006

Grande Moinho Aratu Factory (GMA) – Grupo FortalezaSalvador, Bahia, Brazil

Personal and Professional Development Group TrainingPeriod: May 20 to June 3, 2006

CONFERENCES

Therapy and the World in Suffering: The Relationship Between Personal and Political Anguish and Between Clinical and Cultural Processes

October 27 to 29, 2006, in Salvador, Bahia, Brazil

3rd Forum on Occupational Health of the Industrial Pole of Camaçari

October 4 to 5, 2005, in Camaçari, Bahia, Brazil

Therapy by Contingencies of Reinforcement: Conceptualization and Clinical Intervention

August 12 to 15, 2004, in Campinas, SP, Brazil

Basic Characteristics of an ABA (Applied Behavior Analysis) Program for Preschool-Aged Children Diagnosed with Autism

August 12 to 15, 2004, in Campinas, SP, Brazil

1st State Behavior Analysis Meeting

April 2 to 3, 2004, in Salvador, Bahia, Brazil

ADDITIONAL WORK EXPERIENCE

Freelance Editor, Self-Employed

Self-Employed

Aug 2004 – Aug 2009

HR Assistant, SENAI-CETIND

Internship

Jul 2007 – Feb 2008

HR Training Assistant, Health Reference Center

Internship

Jun 2006 – Jun 2007

LANGUAGES

Portuguese

Native speaker

English

Fluent with 10+ years proven work proficiency

Dutch

Fluent